Legislative Report

A Statewide Plan For Highway Signing Volume Three

January, 1989

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Preface

This report is in response to House Bill 607 passed by the 50th Legislature. Input from the public and private sector and from motorists was gathered over a nine month period.

This report is presented in three volumes. Volume One contains all interpretation of results and input plus Department of Commerce recommendations. Volume Two contains the computer inventory of all official highway signs along interstate and primary routes in Montana. Volume Three, this volume, contains all written comment and tapes of the public hearings.

Only one copy exists of volumes two and three and is on file with the Legislative Council. Fifty copies were printed of Volume One and they were distributed to members of the House and Senate Highways Committees.

Although we asked that written comment be sent on different paper than the questionnaire, often, notes were included on the forms. In cases where extensive comments were made on the questionnaire form, the form is included in this book.

Mr. Mike Casey
Downtown Helena
Business Improvement District
P.O. Box 591
Helena MT 59634

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Dear Mr. Casey,

Although Helena is my adopted home and I shall probably live in the area for most of my life, there is one constant problem that I keep running into-- a difficulty I am hoping your office can help shed some light on.

In the past 10 years, I have lived in several major cities. Among them are: Sacramento, Milwaukee, Phoenix, Kansas City, Los Angeles and San Francisco; along with a smattering of smaller towns and suburbs in between. With that in mind, it would seem I should have acquired an inherent skill at motoring navigation, yet I continue to run into problems here in Helena.

I believe most of the difficulty stems from the city's haphazard to non-existant signage, particularly downtown indicators. Most of the larger cities I've lived in had the fortune of at least some definite planning structure; for example, the streets of Sacramento and Phoenix are laid out in a massive grid pattern that allows exceptional ease in getting around town. In most cases of trying to locate an unfamiliar address, it was patently unnecessary to even ask directions-- if you've got the intersecting streets, you've got the location.

After reading some history on the local area, I realize that some of the more-- to me, anyway-- ridiculous mish-mash of conflicting intersections, (the infamous "Malfunction Junction", its twin at Helena Avenue & Main, and odd dog-legs such as the 6th & Davis intersection), are the result of attempting a city plan with the scattered, odd-sized lots of the original mining claims. That is a circumstance that's in the past and basically moot, but shouldn't that be compensated for in possibly increased and more efficient signage programs?

I have now been here 10 months and have just now stopped making wrong turns, specifically, in downtown destinations. This is not to say that they still do not occur-- it is frustrating that I only now, through many miles of practice, have figured out the best routes in a city only a fraction the size of some of the neighborhoods I've lived in.

I've another concern-- the visiting tourist. From personal experience I've frequently passed up some attractions or areas I was interested in simply because the frustrating search in an unfamiliar area negated the interest. Shouldn't this be a major

concern for both your orgainization and city? Your tourist usage should increase dramatically simply on the basis of some proper signage-- the street layout is already established, but that doesn't mean the final word.

I appreciate the sounding board. It may help out the confused tourist, and will certainly make less smoke issue from my ears the next time it takes twice as much time to travel half the distance I'd normally drive in cities ten times Helena's size.

Sincerely,

V. Allyn Moravek

V. Allyn Moravek
P.O. Box 323

Metro Realty, Inc.
Management, Leasing & Sales

To whom it may concern,

It has come to my attention that there is not a sign on Interstate 90, exit 452, stating food, gas, lodging, phoning and beverages are available. Other people in business in this area also seem very interested in a sign.

Please take our request into consideration. I would appreciate if you would contact me with any decision made in this issue.

Thank You,

Ernie Dutton
Managing Partner/Red Gable Motel

P.O. Box 21184 Billings, Montana 59104 (406) 652-5200

Petition for Sign at Exit 452

We the undersigned hereby petition the Montana State Highway Dept. for an information sign to be placed on Interstate 90, exit 452. This information sign should display the fact that food, gas, phone, beverages, and lodging are available from this exit.

SIGNATURE	TITLE	BUSINESS	DATE
[illegible]	Managing Partner	Red Gables Motel	5-5-88
Tricena Warfield	Ass. Manager	Lewis & Clark Motel	9-16-88
Cathy Longtine	Cashier	Dorsi Wash	9-16-88
Roman Gaston	Homicide	Billings	9-16-88
Mei Li Hong	co-owner	Airport Metra Inn	9-16-88
Betty S. Miller	owner	Kit Kat Cafe	9/16/88
Lori Frieder	Acct.	Hoyne Enterprises	9/16/88
Edna Lindstrom	owner	Bear Cafe	9/16/88
Janice Krueger	manager	Elmer's Pancake	9-16-88
Paulette Stauffer	cashier	" "	9-16-88
Jayne Peters	waitress	Elmers	9-16-88
Shelly Dary	manager	Kwik Way	9-16-88
Duncan A Williams	Manager	Doc & Eddy's	9-16-88
[illegible]	cashier	Magic Heights Car Wash	9-16-88
Freda Howley	Unit Supervisor	Arby	9-16-88
Ethel Craig	owner	Big Heights Cleaners 1320 Main	9-16-88
Suzanne Hawkins	Manager	King Rest Motel	9-16-88
[illegible]	[illegible]	[illegible]	9/16/88
[illegible]	Manager	Kwik Way #10	9-16-88

Petition for Sign at Exit 452

We the undersigned hereby petition the Montana State Highway Dept. for an information sign to be placed on Interstate 90, exit 452. This information sign should display the fact that food, gas, phone, beverages, and lodging are available from this exit.

SIGNATURE	TITLE	BUSINESS	DATE
[illegible]	Exe. Secretary	Bullhop	9/16/88
[illegible]	Manager	Motel	9/16/88
Polly Anderson	Cashier	Main St. Casino	9/16/88
Gayle Hansen	Day Supervisor	Taco Johns	9/16/88
Kelli Berkner	Asst. Manager	Arney	9-16-88
Violet Morrow	owner	M. Club.	9/16/88
Norm Sills	owner	Spur Bar	9-16-88
C Keller	Mngr	Lazy K-T	9/16/88

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	____	____	____	____	____	____
Mileage (green)	____	____	____	____	____	____
Food, Phone, Service (blue)	____	____	____	____	____	____
Roadside Historic Markers	____	____	____	____	____	____
Recreation Site Directional(brown)	____	____	____	____	____	____
Billboards and commercial signing	✓	____	____	✓	____	____
Staffed Visitor Information Cntrs	____	____	____	____	____	____
Designated Scenic Routes	____	____	____	____	____	____
Other_____	____	____	____	____	____	____

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Mt

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

REPLY:

THE BIGGEST PROBLEM WE NOW HAVE IS THAT THERE ARE NO LOCATIONS FOR COMMERCIAL BILLBOARDS. IF YOU RENT ONE FROM THE MONOPOLISTS SUCH AS MHYRE YOU GET RIPPED OFF ENOUGH TO PUT YOU OUT OF BUSINESS. A REASONABLE INCREASE IN THE NUMBER OF SIGNS (SIMILAR TO THE ISSUING OF MORE LIQUOR LICENSES IN GROWING TOWNS) IS IN ORDER. I OWN A 40 UNIT MOTEL-BAR-RESTAURENT AND DO NOT HAVE A CLUE WHERE I CAN PUT A DECENT SIGN!

Roy Yardley
Livingston, Mt

Sleeping Buffalo

Lodge – Recreation Center – Health Spa

October 27, 1988

Mr. Steve Shimek
Travel Montana
1424 9th Avenue
Helena, Montana 59620

Dear Mr. Shimek:

This is to advise you that the Sleeping Buffalo Management, Inc. would like to have a blue and white service sign and what would be extremely good would be to have a logo sign or a tourist oriented directional sign.

We hope that you can get us these.

Sincerely yours,

Roger Ereaux, Manager

Saco, Mont. (406) 527-3370

Highway Signing Project
Dept. of Commerce
Travel Montana

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	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓			✓	
Mileage (green)	✓			✓		
Food, Phone, Service (blue)			✓		✓	
Roadside Historic Markers		✓			✓	
Recreation Site Directional (brown)		✓			✓	
Billboards and commercial signing		✓		✓		
Staffed Visitor Information Cntrs		✓			✓	
Designated Scenic Routes	✓			✓		

Other I don't think signs should be put in the middle of the block in the middle of the sideway

Do you know of a state with an exceptional highway signing program? If so, what state? Which is in the case for a camping sign in East Glacier!

What state do you reside in? Montana

I should also add you people at the camping sign is in front of my motel sign!

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Cindy Lowry
Lowry's Motel
East Glacier

Highway Signing Project
Dept. of Commerce
Travel Montana

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	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓		✓		
Mileage (green)		✓		✓		
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers		✓		✓		
Recreation Site Directional (brown)		✓			✓	
Billboards and commercial signing		✓			✓	
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes	✓			✓		

Other Cleaner Rest AREAS — OR take the Signs DOWN
Some are absolute DISGRACE - As a Montanan, I'm ashamed of them

Do you know of a state with an exceptional highway signing program? If so, what state? Washington

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓			✓	
Mileage (green)	✓					✓
Food, Phone, Service (blue)	✓					✓
Roadside Historic Markers	✓					✓
Recreation Site Directional(brown)	✓					✓
Billboards and commercial signing		✓			✓	
Staffed Visitor Information Cntrs		✓				✓
Designated Scenic Routes	✓					✓
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state? OREGON & WASHINGTON

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

YOU SHOULD ALSO LOOK AT SIGNING ON SECONDARY ROADS. NEED A LOT MORE SERVICE SIGNS.

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)						
Mileage (green)						
Food, Phone, Service (blue)	X					X
Roadside Historic Markers						
Recreation Site Directional (brown)						
Billboards and commercial signing						
Staffed Visitor Information Cntrs	X					X
Designated Scenic Routes						
Other COMMERCIAL CAMPING	X					X

Do you know of a state with an exceptional highway signing program? If so, what state? UTAH

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

ON I-15 EXIT 293 FROM THE NORTH THERE IS NO BLUE CAMPING EXIT SIGN PRIOR TO THIS EXIT. SOME STATES HAVE LARGER CAMPING EXIT SIGNS INCLUDING NAMES OF COMMERCIAL CAMPGROUNDS OFF THIS EXIT. OUR CAMPERS HAVE STATED MONTANA HAS POOR SIGNS TO AIDE THEM TO LOCATE COMMERCIAL SITES.

Wibaux Motel
P. O. Box 735
Wibaux, Montana 59353

406-795-2666

OCT.26,1988

Dear Sirs,
Imagine for a moment that you are traveling a strange highway, your gas gauge is hovering near empty,your hungry or someone is ill, and perhaps your car is acting peculiar.
Now don't you wish the boys in Washington would relaxor rewrite the national signing laws to where the small towns could advertise their accomadations etc??

I personally have hitched a ride right past three nearby small towns that could have repaired my vehicle without that horrible milage, charge,had they been able to along the freeway.
(I rode until I could see a service station from the freeway)

I am 66 years old and can remember when trashy,rusted,falling down signs etc. And I would never want to goback to thatagain.
But being a Motel owner I can tell you that 98 out of a 100 don't really believe me when I say, I really wish I could put more signs out as you suggest but it is against the law!!

Sincerely hoping all your work and my grumbling will do some good.

Sincerely ,
H.A. SANDBERG
WIBAUX MOTEL
H. A. "Sandy" Sandberg

Highway Signing Project
Dept. of Commerce
Travel Montana

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	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	X			X		
Mileage (green)	X			X		
Food, Phone, Service (blue)	X			X		
Roadside Historic Markers	X			X		
Recreation Site Directional (brown)	X			X		
Billboards and commercial signing	X			X		
Staffed Visitor Information Cntrs	X			X		
Designated Scenic Routes		X		X		
Other						

Do you know of a state with an exceptional highway signing program? If so, what state? PA - NY - TX

What state do you reside in? Mont

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

We need improved road - Hwy 2 - all across Montana. Not Interstate but a good wide road. Hwy 2 is a direct route into Montana for many who are traveling from the east & Canada.

United States Department of the Interior
NATIONAL PARK SERVICE
FORT UNION TRADING POST NATIONAL HISTORIC SITE
BUFORD ROUTE
WILLISTON, NORTH DAKOTA 58801
(701) 572-9083

IN REPLY REFER TO:

D66

October 25, 1988

Travel Montana
Box H
1424 9th Avenue
Helena, Montana 59620

Gentlemen:

I write to support a coordinated highway signing effort in the State of Montana. As manager of a unit of the National Park System that sits astride the Montana-North Dakota state line, I have had ample opportunity in the last four years to observe the attention given by these respective states to the critical matter of signing. Alas, I feel that one state is rather progressive in addressing these issues and one is not.

From a tourism perspective, proper signing is vital to the well-being of a site like ours. By extension, our healthfulness is quickly reflected in the surrounding communities. We accept the fact that today's travelers understand the distinction between green, blue, and brown highway signs. We accept too that today's public comprehends the significance of sites that bear in their titles the words "National" or "State," implying that they are usually worthy of a stop.

In a petition for improved signing for this park and an adjacent North Dakota state site, I conveyed the above essences to North Dakota's Highway Department in early 1985. I was gratified by their near immediate and positive response. Today, travelers north or southbound on US85, westbound on US2, and westbound on ND1804 are very adequately guided to these historic sites, thanks to the addition of appropriate signs.

At the same time in 1985 I corresponded with the Montana Highway Department on the matter of park-related signing on MT16 and US2. I was very curtly advised that such signs were either unnecessary or already provided. I had called

particular attention to the Fort Union sign in green at Bainville, which I know does not conform to Federal standards for recreation site direction, yet I was advised of its adequacy.

I contend today as I did then that the traveling public does distinguish between green, blue, and brown signs. One who is looking for gasoline will ignore a brown recreation sign in the same way one looking for Fort Union will ignore a green directional sign in Bainville.

Please improve these conditions. In these days of tight dollars and depressed agricultural and oil economies, the simple attention to proper signing insures a tourism market share that otherwise wisks off to Saskatchewan, Wyoming, and, yes, North Dakota.

Sincerely,

Paul L. Hedren

Paul L. Hedren
Superintendent

cc: NPS State Coordinator, GRKO

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	____	____	____	____	____	____
Mileage (green)	____	____	____	____	____	____
Food, Phone, Service (blue)	____	____	____	____	____	____
Roadside Historic Markers	____	____	____	____	____	____
Recreation Site Directional(brown)	____	____	____	____	____	____
Billboards and commercial signing	X	____	____	____	____	____
Staffed Visitor Information Cntrs	____	____	____	____	____	____
Designated Scenic Routes	____	____	____	____	____	____
Other_____	____	____	____	____	____	____

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Your signs are adequate because you can put up all you need ~
It's the private business that suffers & falls prey to "Lady Bird's" law. You might contact me ~ I could tell you much easier than writing ~

TURAH STORE & CAMPGROUND
CHUCK & CAROL WILLIAMS
13555 TURAH ROAD
TURAH, MT 59825

LINCOLN
DEVELOPMENT COMPANY

ST. REGIS • SUPERIOR • BIGFORK • WEST YELLOWSTONE • WALLACE

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TRAVEL MONTANA
DEPT. OF COMMERCE

October 17, 1988

Travel Montana
Dept. of Commerce
1424 9th Avenue
Helena, MT 59620-0401

Gentlemen:

This enclosure is to add my input as to my responses to your highway signing project questionaire.

I feel that the green directional and mileage signs are proper in quantity and adequately perform their function. Obviously, it is moot to have mileage markers either increase or decrease. There are, however, many travellers yet today that are unaware that the mileages are west to east and south to north. Perhaps one sign near the interstates entrance to the state would tie the mileage markers in better and make their usage even more helpful. In regards to green directional signs, it appears that they may be a bit overloaded to metropolitan areas. I have also noted directional signs siting an exit which has a "No Services" sign upon arrival. I have mixed emotions as to whether a tourist or traveller needs informed of such a forthcoming exit. An example of this would be at Drexel, and again at Taft, Montana where neither services or residences exist.

The blue food, phone, service signs are also in need of updating, and I feel more explicit categories. An example here is when 24 hour services are provided, where upon 24 hr. should be worked into the logo or wording. I think police and highway patrol services should be noted as well as wrecker/towing service, tire repairs, etc. In a nutshell, the standard food, phone, gas, does not provide a traveller enough information when all too often we stop and find these services closed, out to lunch, gone fishing, etc.

I feel that there is absolutely no way that a state can overdo historical markers. However, they may prove to be better read if they are placed in the community nearest to the activity, there upon enhancing the private sectors ability to generate revenues and the ensuing jobs and taxes from the traveller. An example of this was a Holocaust (1910 fire) sign along Interstate 90 near milepost seven. It is possible that it could be as

CORPORATE OFFICE
100 Mullan Road W.
P.O. Drawer G
St. Regis, MT 59866
(406) 649-2407

effective at St. Regis in our Mullan Square as an added tourist feature. Obviously, St. Regis was also involved in the same historic event. Most travellers are trying to increase their awareness of the area they are travelling.

Recreation site signage again fails in the category of nearly impossible to overdo. There is no reason whatsoever that the traveller is not advised of all the recreation opportunities that exist along the way. Here again, this should not simply be major ski resorts, etc., but could include private sector businesses which provide recreation. Dude ranches, fishing guides, and float trips are all examples of smaller recreation activities worth noting. Keep in mind, even shopping is one of the recreations people enjoy during their vacation.

As a private businessman with roadside billboards, I will not use this space to present my philosophy on commercial signing.

Staffed visitor information centers are of some importance in the tourist industry. Here again, I feel that these should be sited in the gateway communities and not on the open road. If a traveller has 3 or 4 casual stops per day, aside from meals, why use one of them where there is no income potential from the private sector. The government did build the roads with taxes from the private sector. It seems to get lost once a public project is completed as to the origination of the funding.

Designated scenic routes could be aided by the addition of a roadside map showing how a person does <u>not</u> add a full days travel, but merely adds an hour of driving time to take the scenic route. An example here is the Anaconda-Pintlar route to Drummond vs Interstate 90. A quick map showing how this adds a mere <u>hour</u> would increase usage of this route. Perhaps signage such as Drummond via Pintlar route 70 miles, along with Drummond via Interstate 90 60 miles, would prove to be very useful. The traveller is, in fact, in quite a rush on his vacation. The Camels Hump Road via the "Avenue of the Pines" Camel Springs, and Twelve Mile Creek adds exactly 1.7 miles more than using the freeway. A well advised traveller would probably jump at this tour if properly advised through signage. It currently enjoys local usage only.

In conclusion, I obviously will strive to attend the meeting Nov. 15, 7:30 p.m. at the University Center in Missoula.

Montana Regards,

Jack D. Lincoln

cc: Tom Judge
Rick Reep

JDL:wfh

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		X		X		
Mileage (green)		X		X		
Food, Phone, Service (blue)		X		X		
Roadside Historic Markers		X		X		
Recreation Site Directional (brown)		X		X		
Billboards and commercial signing			X		X	
Staffed Visitor Information Cntrs		X		X		
Designated Scenic Routes		X		X		
Other						

Do you know of a state with an exceptional highway signing program? If so, what state? ?

What state do you reside in? MONT.

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

STEW EVERYTHING IS JUST GREAT. DON'T CHANGE ANYTHING

LES KJAN

Highway Signing Project
Dept. of Commerce
Travel Montana

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Roadside Historic Markers		✓		✓		
Recreation Site Directional (brown)		✓		✓		
Billboards and commercial signing		✓		✓		
Staffed Visitor Information Cntrs		✓		✓		
Designated Scenic Routes	✓			✓		
Other						

Do you know of a state with an exceptional highway signing program? If so, what state? No. Dakota

What state do you reside in? Mont.

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

I would like to See Milage Signs on major Routs (Interstate) with Milage to a major out of State Destination. Example, at Glendive a Sign would say Webaux xx miles Fargo xx miles out of Missoula Spokane or Seattle xx miles.

The comments we get from the Highway Travelers are.

The Hills were left to steep on a new road.

2 tents of a mile going down hill in a passing area is not enough warning when one has to make a left turn at the bottom of a hill pulling a 40' Trailer and going 55.

It makes for unhappy tourist when they have to go by an approach came people are passing when they are making a left hand turn.

In the location that are small towns a Sign letting The Restaurants - groceries, motels and campgrounds be listed and milage also listed, with this info it will give the tourist help full information.

The area is between 150 - 151 -

If Lady Bird can have signs why can't Montana?

Cathleen Richter

Highway Signing Project
Dept. of Commerce
Travel Montana

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Food, Phone, Service (blue)		✓		✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional(brown)	✓			✓		
Billboards and commercial signing	✓			✓		
Staffed Visitor Information Cntrs			✓			✓
Designated Scenic Routes		✓			✓	

Other Signs By Business To Let Tourists see what We Have to offer

Do you know of a state with an exceptional highway signing program? If so, what state? S. Dakota

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Park County Museum Association
Phone (406) 222-3506
118 West Chinook — Livingston, Montana 59047

October 30, 1988

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Dear Sirs:

Upon receipt of this form, I presented it to the Trustees of the Park County Museum, where I am employed. The board has always been very interested in getting a specific signage for museums. These public museums are of interest to a vast majority of would-be visitors if they only were aware of the cultural facilities in the smaller towns.

On the blue and white signs there are simple symbols which are well known to all. Now why can't some of those masterful engineers and Signing Project Coordinators put their heads together and develop a museum signage for the notification and the information to visitors that more exists in this town then just gas and food. Afterall we must feed our minds as well as our mouth and gas tank.

The second concern is that Livingston is so poorly represented on the mileage indicators. Coming from the east one gets more signs for the upcoming Big Timber and Springdale which added together have approximately a 2000+ population. Livingston is not shown on the signs except for one mileage sign only coming from the east. Livingston allows for a wonderful route to the Yellowstone National Park and obviously should be made more visible for the visitors.

Although this is the path I travel most I have been told this is the same from the other directions as well. We feel we have at least half as much to offer as Bozeman but yet we are not mentioned. I and the other board members would appreciate your addressing these matters.

I would also appreceiate a box of Montana Highway maps if possible for the folks who do find their way here.

Sincerely

Sherral K. Jerde
Operator
Park County Museum

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓		✓		
Mileage (green)		✓			✓	
* Food, Phone, Service (blue)		✓		✓		
Roadside Historic Markers		✓		✓		
Recreation Site Directional (brown)		✓			✓	
Billboards and commercial signing			✓		✓	
Staffed Visitor Information Cntrs		✓			✓	
Designated Scenic Routes		✓			✓	
* Other INTERNATIONAL YOUTH HOSTEL (HOUSE + FIR TREE)	✓			✓ (FOR THE FOREIGN VISITORS)		

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

PLEASE SEE ATTACHED EXAMPLE -

RECEIVED

NorthWest Hostel
903 So. Orange St.
Missoula, Mt 59801

HOSTEL SIGNING (FROM OLD CLIPPING)

An important cause presents itself for supporters of hosteling in the United States. To anyone who has thought about why hostels are not more well known in this country or has been lost trying to find one of our nicely tucked away locations, the subject of hostel signing will be recognized for its importance. AYH has petitioned the US Department of Transportation, Federal Highway Administration, to adopt the International house and fir tree symbol (pictured below) as the one and only standard symbol for a hostel in this country. If adopted, the service sign and word message sign ("Youth Hostel" or "Hostel") would be included in the Manual on Uniform Traffic Control Devices. (The directional arrow shown is already a standard control device.) This would provide the needed precedent to gain the cooperation of state highway departments, state and federal park agenices, and local transportation departments in the production and posting of these signs for hostels.

The Federal Highway Administration has solicited public comment on the proposed sign. You can help by making known your support of the signs and the fact that it will be of use to you. The AYH request was published in the Federal Register of January 3, 1980. You can see a copy of this publication at your public library or AYH will send you one on request. Send your written comments, preferably in triplicate, to: *FHWA, Docket No. 79-37, FHWA, Room 4205, HCC-10, 400 7th Street, SW, Washington, DC 20590.* Before July 1, 1980. (VOID)

This request is numbered and titled—IX-9 (Chng.)—Hostel Signing. Points to stress in your comments include:

1. You would personally benefit from placement of the signs.
2. You know of or are responsible for groups and programs who would benefit from placement of the signs.
3. The distinctiveness of the signs—it is clearly different from other road signs including the "picnicing" sign which includes a fir tree.
4. The sign is recognized and used internationally. It has been adopted throughout Europe and in parts of Canada.
5. The use of American hostels by foreign nationals who are familiar with the signs is soaring.

Service signs: 24" x 24" reflectorized. Word message sign: 24" x 6" reflectorized.

White on a background of brown to indicate a recreational area. (OR BLUE).

THE ABOVE TWO SIGNS ARE IN PLACE NEAR THE OHIOPYLE STATE PARK YOUTH HOSTEL, OHIOPYLE PENNSYLVANIA.

HOSTEL ROAD SIGNS NOW AVAILABLE FROM
PITTSBURGH COUNCIL A.Y.H.

Priced at $34.95 for the 24" square logo sign and for the name or directional arrow panel $12.95.

All signs have reflectorized white trim and letters. The background colors available are blue (used for "Highway Information") or brown (as used in parks for "Recreational Information").

Please note that although you can post these on Hostel Property (check local codes first) these signs have not yet been approved for posting along Highway Rights-of-Way. Check with your local authorities before installing. Also the 6" x 24" name is available as "HOSTEL: or "YOUTH HOSTEL", please specify. Double sided signs can also be custom ordered, please tell us the colors you need and we will quote you a price.

Order form: Make checks payable to: PITTSBURGH A.Y.H.

Item	Color	Quantity	Price Each	Total
24" Logo	_____	_____ x	$34.95*	_____
"Hostel" or	_____	_____ x	$12.95*	_____
"Youth Hostel"	_____	_____ x	$12.95*	_____
Arrow	_____	_____ x	$12.95*	_____
		GRAND TOTAL	*=	_____

Name _____

Address _____

City _____ State _____ ZIP _____

* Due to the fact that shipping charges will vary with the number of signs you order, we will bill you later for the actual charges.

Mail complete form and check to:
A.Y.H. Signs
Pittsburgh Council
6300 Fifth Avenue
Pittsburgh, PA 15232

Questions?
Call: JOE
(412) 373-3403
(Evenings)

11/86

ROCKY MOUNTAIN HI Ski Area

Box 59, Choteau, Montana 59422

c/o Gale R. Gustafson
Suite 101
1 Fourth Avenue Southeast
Conrad, Montana 59425
Telephone (406) 278-7521

October 31, 1988

Travel Montana
Box H
1424 9th Avenue
Helena, Montana 59620

RE: Rocky Mountain Hi Ski Area

Dear Sir:

Enclosed is your Survey completed by me on behalf of Rocky Mountain Hi Ski Area located 28 miles West of Choteau, Montana. We would like to work with your office to have signs drawing attention to our Ski Area and in this regard I am enclosing herewith a copy of an official Montana Highway Map which depicts in yellow highlighter the route from Great Falls to the Rocky Mountain Hi Ski Area at Teton Pass and the listing that is in the Montana Winter Guide on page 13. Please review this information and advise me what we can do to facilitate the Highway Recreation Site Directional for this area.

Your thoughtful consideration and prompt response to this request at your earliest convenience will be most appreciated. Thank you.

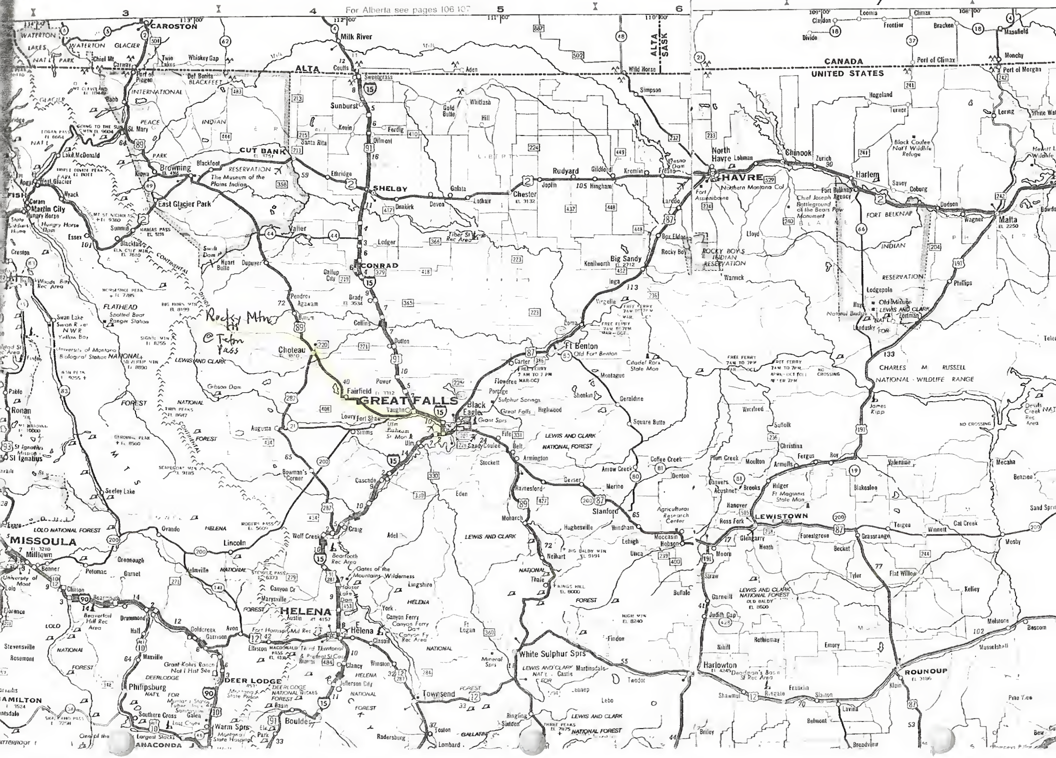
Sincerely,

Gale R. Gustafson

Gale R. Gustafson

GRG/dn

Enclosures



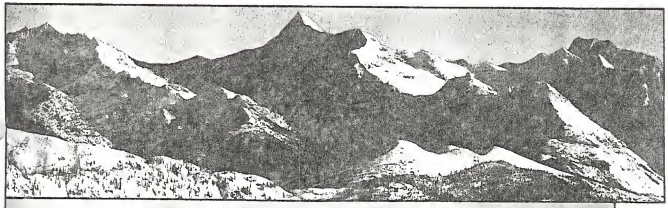
For Alberta see pages 106-107
3
4
5
6
7
CAROSTON
Milk River
WATERTON LAKES NAT'L PARK
GLACIER
Chief Mt
Carway
Twin Lakes
Whiskey Gap
Port of Piegan
Del Bonita
Coutts
Sweetgrass
ALTA
Aden
Wild Horse
ALTA SASK
Claydon
Loomis
Climax
Divide
Frontier
Bracken
Masefield
Monchy
CANADA
UNITED STATES
Port of Climax
Port of Morgan
BLACKFEET
INTERNATIONAL
PEACE PARK
INDIAN
RESERVATION
Babb
St. Mary
Sunburst
Kevin
Ferdig
Oilmont
Santa Rita
Gold Butte
Whitlash
Hill
Simpson
Hogeland
Turner
Loring
CUT BANK
Browning
Blackfoot
The Museum of the Plains Indian
Kiowa
Lake McDonald
West Glacier
Apgar
Coram
Martin City
Hungry Horse
Hungry Horse Dam
East Glacier Park
Summit
Blacktail
Essex
Ethridge
SHELBY
Galata
Devon
Dunkirk
Lothair
Chester
Joplin
Rudyard
Hingham
Gildford
Kremlin
Fresno
Fresno Dam
North Havre
Lohman
HAVRE
Northern Montana Col
Fort Assiniboine
Chinook
Zurich
Harlem
Fort Belknap Agency
Chief Joseph Battleground of the Bears Paw Monument
Savoy
Coburg
Dodson
Wagner
Malta
Black Coulee Nat'l Wildlife Refuge
FORT BELKNAP
INDIAN
RESERVATION
Laredo
Box Elder
Rocky Boy
ROCKY BOY'S INDIAN RESERVATION
Big Sandy
Kenilworth
Lloyd
Valier
Ledger
CONRAD
Tiber St Rec Area
Swift Dam
Heart Butte
Dupuyer
Gallup City
Brady
Pendroy
Agawam
Bynum
Collins
Choteau
Dutton
Power
Inga
Virgelle
Warrick
Phillips
Lodgepole
Old Mission
LEWIS AND CLARK NAT'L FOR
Zortman
Hays
Natural Bridge
Landusky
Loma
Ft Benton
Old Fort Benton
Carter
Floweree
Portage
Sulphur Springs
Great Falls
Highwood
Montague
Citadel Rock State Mon
Shonkin
Geraldine
Square Butte
FREE FERRY
CHARLES M RUSSELL NATIONAL WILDLIFE RANGE
James Kipp
Winifred
Suffolk
Fairfield
GREAT FALLS
Black Eagle
Giant Sprs
Vaughn
Lowry
Fort Shaw
Simms
Ulm
Ulm Pishkun St Mon
Sun River
Augusta
Gibson Dam
FLATHEAD
Spotted Bear Ranger Station
Swan Lake
Swan River NWR
Yellow Bay
University of Montana Biological Station
NATIONAL
LEWIS AND CLARK
FOREST
NATIONAL
CONTINENTAL DIVIDE
Pablo
Ronan
St Ignatius Mission
St Ignatius
Seeley Lake
Bowman's Corner
Cascade
Sand Coulee
Fife
Belt
Armington
Stockett
LEWIS AND CLARK NATIONAL FOREST
Coffee Creek
Arrow Creek
Denton
Christina
Plum Creek
Moulton
Armells
Fergus
Roy
Valentine
Mecaha
Benzien
Raynesford
Geyser
Merino
Stanford
Danvers
Acushnet
Brooks
Hilger
Ft Maginnis State Mon
Blakeslee
Hanover
Ross Fork
LEWISTOWN
Teigen
Winnett
Cat Creek
Sand Springs
Monarch
Hughesville
Windham
Moccasin
Hobson
Agricultural Research Center
Glengarry
Forestgrove
Grassrange
Heath
Becket
Mosby
Eden
Adel
Wolf Creek
Craig
Bearlooth Rec Area
Gates of the Mountains Wilderness
LOLO NATIONAL FOREST
MISSOULA
Milltown
Bonner
Potomac
Greenough
Garnet
Ovando
Lincoln
Helmville
HELENA
Clinton
Bearmouth
Drummond
Beavertail Hill Rec Area
Lolo
Florence
Stevensville
Rosemont
HAMILTON
Goldcreek
Avon
Garrison
Elliston
Fort Harrison Mil Res
HELENA
Austin
East Helena
Clasoil
Canyon Cr
Marysville
York
Canyon Ferry
Canyon Ferry Dam
Canyon Ferry Rec Area
Lingshire
Ft Logan
Neihart
Utica
Lehigh
Belt Creek
Kings Hill
Thaxe
Buffalo
Moore
Straw
Garneill
Judith Gap
Nihill
Harlowton
Deadman's Basin St Rec Area
Shawmut
Ryegate
Franklin
Slanton
Lavina
Rothiemay
Emory
ROUNDUP
Klein
Flat Willow
Tyler
Kelley
Melstone
Musselshell
Bascom
Pine View
Broadview
Belmont
Maxville
Grant Kohrs Ranch Nat'l Hist Site
DEER LODGE
Philipsburg
Southern Cross
Galen
Warm Sprs
Montana State Hospital
Largest Stacks
ANACONDA
Boulder
Basin
Elk Park
Jefferson City
Clancy
Winston
Townsend
Toston
Radersburg
Lombard
White Sulphur Sprs
Mineral Sprs
Martinsdale
Castle
Lennep
Twodot
Lebo
Ringling
Sixteen
Findon
Rockville
Bowdoin
Three Peaks
Rocky Mtn
@ Teton Pass

Rocky Mountain Hi Ski Area

FACILITIES: Affordable, family ski area on the edge of Montana's magnificent Rocky Mountain Front, just east of the Bob Marshall Wilderness. In addition to groomed and powder slopes, there are many nordic and snowmobile areas and trails. Enjoy Rocky Mountain Hi's day lodge with cafeteria and bar, ski shop and ski school.
LOCATION: 28 miles west of Choteau at Teton Pass. Fly to Great Falls and rent a car.
SEASON: Thanksgiving to mid-April, Thursday-Sunday, 10-4:30.
LODGING: Nearby Choteau offers reasonably priced lodging at Big Sky Motel, 466-5739; Glenloyd, 466-2101; Hensley's 287, 466-5775, and Seven Lazy P Guest Ranch, 466-2044. All have kitchenettes and ski packages.
TRAILS & SLOPES: 25 trails covering 150 acres on the Lewis & Clark Forest. 20% beginner, 50% intermediate, 30% advanced.
LIFTS: High-capacity double chair carries 1,000 skiers per hour. Platter lift and rope tow.
LIFT RATES: Adult day, $13; student (9-18) day, $9. Children through 8 and seniors 70 and over ski FREE. Inquire about group rates, season and pre-season passes.
LESSONS: Reasonable rates and packages for "Short Ski" teaching method.
RENTALS: Complete downhill package, $11/day.
FOR MORE INFORMATION: Rocky Mountain Hi or Anderson-Elerding Travel Service, P.O. Box 59, Choteau, MT 59422, or dial toll free 1-800-247-5747 (in Montana) or 1-800-443-3733 (outside).

Big Sky Alpine Guides

The Rocky Mountains of western Montana offer that exciting and extreme skiing you've been looking for, along with some of the most breathtaking scenery anywhere! There are five mountains with over 2,000 feet of exhilarating vertical drop! Why ski just one or two of these spectacular Montana mountains when the Big Sky Alpine Guides can escort you on a tailor-made ski adventure to several or all of these fabulous areas? Ski adventure packages begin at $110 per person per day and include deluxe transportation, Montana-style lodging (including bed & breakfast inns, natural hot springs resorts and historic hotels), western breakfasts, plus all the Montana hospitality you can handle! Experience Montana skiing the way the locals do. Ski the steep and the deep. Ski Montana.
FOR MORE INFORMATION: Contact Big Sky Alpine Guides, P.O. Box 5522, Helena, MT 59604, or call 1-800-MONT-SKI.



When the Ladybird law went into effect we had to remove our signs. The State Highway would put up directional signs if you had 20 or more hookups. Many campgrounds like mine could not qualify and were forced to close. Lack of signs were a common complaint and I'm sure I lost over half of the tourists going through. This was changed this year and I qualified but the signs were not put up until the first week in October and I closed Oct. 1, so I've had no chance to see ~~if~~ to what extent this will increase the trade. However, I'm sure it will make a big difference. We live in an isolated area, 100 miles in any direction to a town of any size and travelers are happy to find accommodations after a long drive.

Mary Bellang
Kamp Katie
Jordan, Mt 59337
Bx 44

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)				✓		
Mileage (green)				✓		
Food, Phone, Service (blue)				✓		
Roadside Historic Markers				✓		
Recreation Site Directional(brown)				✓		
Billboards and commercial signing						✓
Staffed Visitor Information Cntrs				✓		
Designated Scenic Routes				✓		
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

(over)

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓			✓	
Mileage (green)	✓					✓
Food, Phone, Service (blue)		✓*			✓	
Roadside Historic Markers		✓			✓	
Recreation Site Directional (brown)		✓			✓	
Billboards and commercial signing		✓			✓	
Staffed Visitor Information Cntrs		✓			✓	
Designated Scenic Routes	✓					✓
Other						

Do you know of a state with an exceptional highway signing program? If so, what state? Virginia

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

* possible of commercial logos on Food, Services, signs for add'l income (many states including Idaho now use)

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	X			X		
Mileage (green)	X					X
Food, Phone, Service (blue)	X					X
Roadside Historic Markers	X					X
Recreation Site Directional (brown)	X					X
Billboards and commercial signing	X					X
Staffed Visitor Information Cntrs	X			X		
Designated Scenic Routes	X					X
Other CENTENNIAL SIGNS	NONE CURRENTLY! DEPLORABLE!					X

Do you know of a state with an exceptional highway signing program? If so, what state? California - Wyoming - Washington

What state do you reside in? MT.

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

NEED MANY MORE REST STOPS* — This is A BIG state - WE NEED TOURISIM #### -- This is one way to make them feel wanted.

* Also need to Be Clean & left open as long as possible.

Highway Signing Project
Dept. of Commerce
Travel Montana

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Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		X		X		
Mileage (green)		X		X		
Food, Phone, Service (blue)		X		X		
Roadside Historic Markers		X		X		
Recreation Site Directional (brown)		X				X
Billboards and commercial signing		X		X		
Staffed Visitor Information Cntrs		X		X		
Designated Scenic Routes	X					
Other Big Colorful Exciting Welcome to Montana Signs at borders (Highlight our good points)		Y		X		

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

* The Recreation Site signs at Thompson Falls are absolutely inadequate - faded - unattractive - illegible hard to see at night

* We need more signs depicting special scenic areas & wildlife habitat areas

Highway Signing Project
Dept. of Commerce
Travel Montana

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Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	____	____	____	____	____	____
Mileage (green)	____	____	____	____	____	____
Food, Phone, Service (blue)	____	____	____	____	____	____
Roadside Historic Markers	____	____	____	____	____	____
Recreation Site Directional(brown)	____	____	____	____	____	____
Billboards and commercial signing	____	____	____	____	____	____
Staffed Visitor Information Cntrs	✓	____	____	✓	____	____
Designated Scenic Routes	____	____	____	____	____	____
Other_____	____	____	____	____	____	____

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in?_____

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Our Swiss guests [illegible] don't want tourists. They arrived from [illegible] via Auto on the week-end & were unable to get visitor information. This was in late June.

Steve,

Brown Road signs should include information on "Hot springs!" many travels wish to know which exits have Hot springs - since especially in scenic Montana attraction. Such information would certainly help Boulder Hot springs aid tourists.

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	____	____	____	____	____	____
Mileage (green)	____	____	____	____	____	____
Food, Phone, Service (blue)	____	____	____	____	____	____
Roadside Historic Markers	____	____	____	____	____	____
Recreation Site Directional(brown)	____	____	____	____	____	____
Billboards and commercial signing	____	____	____	____	____	____
Staffed Visitor Information Cntrs	____	____	____	____	____	____
Designated Scenic Routes	____	____	____	____	____	____
Other_____	____	____	____	____	____	____

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in?_____

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Use agree in Lady Bird's limitation on signage. For this reason generic state signs need to be as Helpful as possible. Thanks.

Boulder Hot Springs

Stuart F. Lewin owner/manager

BEST WESTERN BIG SKY MOTEL
210 NO. MAIN ST.
DEER LODGE, MONTANA 59722
PH. 406—846-2590

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	XXX				XXX	
Mileage (green)	XXX				XXX	
Food, Phone, Service (blue) ***	XXX					XXX
Roadside Historic Markers		XXX		XXX		
Recreation Site Directional(brown)	XXX				XXX	
Billboards and commercial signing	XXX					
Staffed Visitor Information Cntrs	XXX			XXX		
Designated Scenic Routes	XXX			XXX		
Other SEE BELOW						

Do you know of a state with an exceptional highway signing program? If so, what state? MINNESOTA

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You! SEE BELOW

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

*** Minnesota and other states have a blue sign with logos of Motels, Cafes, Fast Food places, Brands of Gas, etc., with directional arrows or N - S - E or W directions and distances e.g. ½ mi. or 6 blks etc. Believe the businesses pay for the logos, and probably pay a fee for display, possibly making the cost factor pay for itself.

Hope to be at the public meeting at Missoula on 11/15 to protest the Highway Dept's policy and interpretation of Fed. Regs, with video presentation to back protest.

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	X			X		
Mileage (green)	X			X		
Food, Phone, Service (blue)	X			X		
Roadside Historic Markers			X			X
Recreation Site Directional(brown)	X			X		
Billboards and commercial signing		X			X	
Staffed Visitor Information Cntrs	X			X		
Designated Scenic Routes	X			X		
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state? Oregon

What state do you reside in? MT

If you would like to make any further comments please feel free to write us. Thank You! I believe MT should improve the rest areas along highways. I know there is only seasonal, but the quality is literally piss-poor!!!

Please return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

AS YOU LEAVE GREAT FALLS, YOU WILL FIND NO GREEN SIGNS INDICATING THE MILEAGE TO CONRAD. THIS IS A SITUATION WE HAVE COMPLAINED ABOUT IN THE PAST WITH NO RESULTS. A STRANGER, STARTING OUT ON THE INTERSTATE NORTH, WOULD NEVER KNOW IF HE OR SHE WAS ON THE CORRECT ROUTE FOR ABOUT ~~XXXX~~ 30 MILES BECAUSE CONRAD ~~XXX~~ IS NOT ON THE SIGNS.

SECONDLY, I THINK THAT IT SHOULD BE A LITTLE EASIER FOR THE CHAMBERS OF COMMERCE OR OTHER ORGANIZATION TO ERECT A SIGN ABOUT THE COMMUNITY THAT WOULD INVITE PEOPLE TO GET OFF THE INTERSTATE AND STOP. I CAN UNDERSTAND THE NEED AND DESIRE TO KEEP COMMERCIAL SIGNS TO A CONTROLLED LEVEL. HOWEVER, IT WOULD SEEM THAT EACH CHAMBER OF COMMERCE OR OTHER COMMUNITY INTEREST ORGANIZATION SHOULD BE ABLE TO PUT UP A GENERAL, COMMUNITY INFORMATION SIGN. WE HAVE BEEN STYMIED AT EVER TURN IN OUR ENDEAVOR TO DO THIS.

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs <u>and</u> do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓		✓		
Mileage (green)	✓					✓
Food, Phone, Service (blue)		✓				
Roadside Historic Markers	✓				✓	
Recreation Site Directional(brown)	✓				✓	
Billboards and commercial signing	✓					✓
Staffed Visitor Information Cntrs	✓					✓
Designated Scenic Routes	✓				✓	
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

SEE COMMENTS ON BACK,PLEASE

RECEIVED
1988

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓			✓		
Mileage (green)		✓			✓	
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing	✓			✓		
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes	✓			✓		
Other Signs & distance to off route towns						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Mt.

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

RECEIVED
OCT 1 3 1988
TRAVEL MONTANA UNIT
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	____	____	____	____	____	____
Mileage (green)	____	____	____	____	____	____
Food, Phone, Service (blue)	____	____	____	____	____	____
Roadside Historic Markers	____	____	____	____	____	____
Recreation Site Directional(brown)	____	____	____	____	____	____
Billboards and commercial signing	____	____	____	____	____	____
Staffed Visitor Information Cntrs	____	____	____	____	____	____
Designated Scenic Routes	____	____	____	____	____	____
Other_____	____	____	____	____	____	____

Do you know of a state with an exceptional highway signing program? If so, what state? Washington

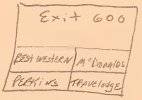
What state do you reside in? Mont

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

I would like on the exit signs commercial logo



RECEIVED
NOV 2 0 1984
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓		✓		
Mileage (green)		✓		✓		
Food, Phone, Service (blue)		✓		✓		
Roadside Historic Markers		✓		✓		
Recreation Site Directional(brown)		✓		✓		
Billboards and commercial signing			✓			✓
Staffed Visitor Information Cntrs		✓			✓	
Designated Scenic Routes	✓			✓		
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

No more billboards!!! They are ugly and detrimental to the feeling of "uncluttered Montana!! Get rid of all except within a perimeter of 5 miles of a city or town —

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		X			X	
Mileage (green)		X			X	
Food, Phone, Service (blue)	X					X
Roadside Historic Markers		X			X	
Recreation Site Directional (brown)	X				X	
Billboards and commercial signing	X					X
Staffed Visitor Information Cntrs		X			X	
Designated Scenic Routes		X			X	
Other COMMERCIAL "LOGO" SIGNS ON RIGHT OF WAY	X					

Do you know of a state with an exceptional highway signing program? If so, what state? WASHINGTON

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

1. We feel there should be some kind of Montana Centennial notice or sign under the State of Montana sign as you enter the State.

2. We would like to see more and bigger Visitor Center signs on the Interstate and on the roads in Town. We think this would do a better job of leading tourists right up to our Visitor Center and Museum complex.

3. We need permission to add to our Superhost signs as they really say nothing to the tourist. An add on beneath the exisiting sign to designste the town name and perhaps in our case the tourist information.

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		X		X		
Mileage (green)		X		X		
Food, Phone, Service (blue)	X			X		
Roadside Historic Markers		X			X	
Recreation Site Directional(brown)	X			X		
Billboards and commercial signing	X			X		
Staffed Visitor Information Cntrs	X			X		
Designated Scenic Routes	X			X		
Other RV & Camping Facilities	X			X		

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Would be helpful if notice were sent Proir to meeting dates.
Recieved 10-15-88

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓			✓		
Mileage (green)		✓		✓		
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)		✓		✓		
Billboards and commercial signing		✓		✓		
Staffed Visitor Information Cntrs		✓		✓		
Designated Scenic Routes	✓			✓		
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Dear Sirs -
We Reside Beside Middle Thompson Lake facing the Highway - if there are signs to warn hunters not to shoot across the highway or from Roadways that they would be helpful, as there are Children at play, & people are shooting from their Pickups & Cars thru the weekends. Thank you -

RECEIVED
OCT 24 1988
TRAVEL MONTANA
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓			✓	
Mileage (green)		✓			✓	
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers		✓			✓	
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing	✓			✓		
Staffed Visitor Information Cntrs		✓			✓	
Designated Scenic Routes				✓		
Other see below						

Do you know of a state with an exceptional highway signing program? If so, what state? Florida

What state do you reside in? Montana + Fla.

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Will be more than glad to send you some 35mm photos upon request —

Florida, like several other states permit restaurants, motels, service stations to advertise on state erected signs along the Interstate before each exit - this advertising is rotated among business so each business has an opportunity for exposure over a period of time - Very very important if you are interested in helping small business.

RECEIVED
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	We must have a thousand					
Mileage (green)	or more people stop in here					
Food, Phone, Service (blue)	at the store every summer					
Roadside Historic Markers	to ask how they got to the					
Recreation Site Directional (brown)	Custer Battlefield Monument —					
Billboards and commercial signing	so it is evidently not marked					
Staffed Visitor Information Cntrs	too well. Please check					
Designated Scenic Routes	these signs out here.					
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓			✓	
Mileage (green)		✓			✓	
Food, Phone, Service (blue)		✓			✓	
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing			✓		✓	
Staffed Visitor Information Cntrs			✓		✓	
Designated Scenic Routes		✓		✓		
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Too many signs destroy the scenic road side.

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓			✓	
Mileage (green)	✓			✓		
Food, Phone, Service (blue)		✓			✓	
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing	✓			✓		
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes	✓			✓		
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

I am disappointed with the Helena signage. Why do the signs in Butte say Great Falls NOT Helena (I15)? Also from I90 not enough signage showing Helena Exit 287.

Dear Sir.

I am writing in regards to the sign problem in Montana. There is not enough sign on the interstate Highways when you leave the Interstate to tell you where to go. For Instance when you leave the interstate a cross agency the sign say Brodus mont ~~[illegible]~~ we do have a town of Busby Same Dees, Ashland on Highway 213 and I feel there should be a sign of the main highway saying Ashland so many miles and the same when you leave Miles City the sign only say Brodus not Ashland the road does lead to Ashland too.

Thank You
Chest Stevenson
Box 436
Ashland Mont.

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓		✓	✓	
Mileage (green)		✓			✓	
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing		✓		✓		
Staffed Visitor Information Cntrs		✓			✓	
Designated Scenic Routes	✓			✓		
Other RIVERS, STREAMS, POINTS OF INTERST	✓			✓		

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? MT

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

BRIEFLY; SHORT DESCRIPTIVE SIGNING OF MOUNTAIN RANGES, INDIAN PASSAGES, OTHER POINTS OF INTEREST KNOWN LOCALLY

Lionshead Resort

Alice's Restaurant

Featuring German and Trout Dinners Beer, Wine & Cocktails

Square Dancing to National Callers (Summer Season)

Alice and Buck Jones 7 Miles West (On U.S. 20)

West Yellowstone, Montana 59758

Phone (406) 646-7296

19 October 1988

STATE OF MONTANA

Travel Montana
Box H, 1424 9th Avenue
Helena, Mt. 59620

Dear Mr. Wilson:

Thank you for allowing us to participate in this survey. We do have a unique situation that needs immediate attention. Lionshead Resort is located on Hwy 20, just 7 1/2 miles west of West Yellowstone and at the base of Targhee Pass. The problem occurs when fast moving traffic comes from the West (Idaho), and does not slow down at the base of the pass; hence, a dangerous traffic situation is present when motorists try to turn into our establishment and gets pushed down the road due to fast approaching traffic from the rear. There were several "near misses" this past summer, and black skid marks are present in front of the Resort. We have tried in vain to correct this situation to no avail. Please help us before there are fatalities.

Recommended solution is to place a LARGE "Food, Phone, Service" sign, and a LARGE "Recreation Site Directional (brown) " sign 1/2 mile up the pass to warn motorists along with a flashing yellow warning sign. The dinky directional marker is not satisfactory and is not visible at night or when traffic is passing while coming down the hill. Please visit our Resort and see the problem first hand, and I am sure you will agree that the State of Montana can fix this problem with little expense and save on a road fatality. Thank you in advance for your attention to this matter and I anxiously await your response.

Respectfully,

MILTON A. TORATTI
LTC(R)
General Manager

KIM'S MARINA & RESORT

CANYON FERRY LAKE
406-475-3723

BRUCE & DIANNE PERRY
8015 CANYON FERRY RD.
HELENA, MT. 59601

October 18, 1988

John Wilson
Travel Montana
Box H
1424 9th Ave.
Helena, Mt. 59620

Dear John,

Canyon Ferry Lake is Montana's largest state run recreation area. There are no signs on any Interstate, I-15 or I-90, directing travelers to this area. There are 2 signs off ø secondary highways that state; "Canyon Ferry State Recreation Area". There is no clue that there might be; a lake, fishing access, camping, gas, food or lodging available at this site. I guess one could modestly state that the "signing" in this case is anything but adequate.

It's embarassing,

Bruce Perry

President: Canyon Ferry Business Association.

cc: Ted Schwinden
Jim Flynn

R.V. Hookups ● Cabins ● Boat Docks ● Trailer Park ● Boat Rentals ● Grocery Store ● Gasoline ●
Propane ● Laundromat ● Showers ● Tennis Court ● Complete Facilities ●
Just 2½ Miles Past Dam N.E. Side

RECEIVED
OCT 21 1988
TRAVEL PROMOTION UNIT
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓			✓		
Mileage (green)	✓			✓		
Food, Phone, Service (blue)	✓					✓
Roadside Historic Markers		✓			✓	
Recreation Site Directional (brown)	✓					✓
Billboards and commercial signing		✓			✓	
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes	✓			✓		
Other city maps at weight stations						

Do you know of a state with an exceptional highway signing program? If so, what state? California

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Information for listing in Recreation books - Travel Montana
8th street west & Hwy 2
Box 766
Columbia Falls, mt.
59912

To: Travel Montana
Box H 1424 9th Ave. Helena. MT. 59620

Re: Highway Signing Project, Travel Montana.

I like to do away with all the Rules & regulations concerning commercial signs along all roads within 10 miles from each Town or City.
"NEVER MIND LADYBIRD Johnson"
Signs are of enormous value for all kind of Travelers and all Types of business
It's about time somebody wakes up and start the ball (signs) rolling.

Yours Truly,

R. MOERTES
1515 N. MERRILL AVE
Glendive. MT. 59330

3517 E. LOUISE
MANTECA-CA. 95336

Miles City, Mont.
October 17, 1988

Dear Sirs:

This year at our Museum we will have seen 10,000 tourists visit our facility, most of them from out of state.

Most comments pertinent to relate to not enough signs giving directions. "We would have spent 3 times as much money in your town had we known what was here" I think there more latitude should be given in the regulations governing well done community, cultural, & historic signs.

Our museum has had a great deal of trouble retaining these signs on highways here advertising our museum because they have a horse & rider mounted on them. There is nothing more historical, more authentic, & more eye catching than this emblem. Yet because of a federal regulation without exception or a chance for appeal we must forsake our greatest symbol in his-way signing. A beautifully done sign, adequately spaced & appropriately situated is an advantage in getting tourists to visit our town & its establishments.

The regulations on distances from the ski way "signs" & minutes etc. I have no fault with because of safety etc. Its restrictions on historical signs as well as those advertising museums, art centres & such that seem out of touch with the times.

There is no sense to "grandfathering" in an old sign when its in violation of a reason (regulation) if the reason is valid for safety sake. If safety is the reason for prohibiting a new sign then the same safety reason should require removal of an old sign. There seems to be so much inconsistency & misunderstood logic in how, & why in the way signing regulations.

Thanks
Bob Barkhouse Director
Sango Lodge Museum
Miles City. Mt.

RECEIVED
OCT 11 1998
TRAVEL MONTANA UNIT
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	X					
Mileage (green)	X					
Food, Phone, Service (blue)	X					
Roadside Historic Markers	X					
Recreation Site Directional (brown)	X					
Billboards and commercial signing	X					
Staffed Visitor Information Cntrs	X					
Designated Scenic Routes	X					
Other						

Do you know of a state with an exceptional highway signing program? If so, what state? As I travel East & West from Plains Montana I see more signs in the other states and they push the scenic routes & sites. What state do you reside in? Montana (very poor in describing our beautiful state)

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	X			X		
Mileage (green)	X			X		
Food, Phone, Service (blue)	X			X		
Roadside Historic Markers	X			X		
Recreation Site Directional(brown)	X			X		
Billboards and commercial signing	-			-		
(Seasonal - June-Sept.) Staffed Visitor Information Cntrs	X			X		
Designated Scenic Routes	X			X		
Other Restrooms Seasonal - June-Sept.	X			X		

Do you know of a state with an exceptional highway signing program? If so, what state? California, Minnesota (high tourism states)

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

*** ALL ABOVE ANSWERS PERTAIN ONLY TO THE "BEARTOOTH HIGHWAY"

We have had hundreds of complaints to all of the above the past three summers. A 'small' visitor information center with restrooms at Vista Point on the highway would be very accommodating.

10-17-88

RECEIVED
1988
TRANSPORTATION COMMIT
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		X			X	
Mileage (green)	X					X
Food, Phone, Service (blue)		X			X	
Roadside Historic Markers		X			X	
Recreation Site Directional(brown)	X					X
Billboards and commercial signing	X					X
Staffed Visitor Information Cntrs		X			X	
Designated Scenic Routes		X			X	
Other State needs more MUSEUM signs.						

Do you know of a state with an exceptional highway signing program? If so, what state? --

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

With the present state highway laws the cities CANNOT place advertising business signs near the outskirts of town except under very strict rules which usually makes it impossible to place them.

How can the highway department dictate rules involving private land along highways???

Orville M. Quick
Circle, Mt., 59215-0334

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		X			X	
Mileage (green)		X			X	
Food, Phone, Service (blue)		X			X	
Roadside Historic Markers	X			X		
Recreation Site Directional(brown)	X					X
Billboards and commercial signing		X			X	
Staffed Visitor Information Cntrs		X			X	
Designated Scenic Routes	X					X
Other Rest AREAS -						XXX

Do you know of a state with an exceptional highway signing program? If so, what state? NO DAKOTA

What state do you reside in? MONT

If you would like to make any further comments please feel free to write us. Thank You! IN WINTER We Close Rest AREAS NEARLY 100% NoDAK: Does MUCH BETTER. WHY?

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Highway Signing Project
Dept. of Commerce
Travel Montana

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Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓			✓		
Mileage (green)		✓		✓		
Food, Phone, Service (blue)		✓		✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing	✓			✓		
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes	✓			✓		
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? MT.

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

We need a sign on I-94 at the Colstrip exit, saying Custer Battlefield, ___ miles. At the I-90 Battlefield exit, there should be a sign saying "to Lame Deer, Colstrip & Ashland. I think it now says "to Broadus"

More commercial billboards should be allowed in our wide open spaces!

Izaak Walton Inn

"Surrounded by a million acres of wilderness"

In my opinion, South Dakota has less to offer in terms of natural attractions but does a very good job of presenting what they do have to offer. Roadside rest areas along Hwy 90 has excellent maps and signage giving information about up-coming cities. I realize this is probely done thru a federal signing project because of the major U.S. East west route. This could be used as a model or format for Montana. In particular, U.S. Hwy # 2 could use a consistent form of presenting tourists with information.

Paul F. Wiel
Asst Manager

P.O. Box 653
Essex, Montana 59916
Phone: 406 888-5700

RECEIVED
JUL 21 1988
TRAVEL PROMOTION UNIT
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	____	____	____	____	____	____
Mileage (green)	____	____	____	____	____	____
Food, Phone, Service (blue)	____	____	____	____	____	____
Roadside Historic Markers	____	____	____	____	____	____
Recreation Site Directional (brown)	____	____	____	____	____	____
Billboards and commercial signing	____	____	____	____	____	____
Staffed Visitor Information Cntrs	____	____	____	____	____	____
Designated Scenic Routes	____	____	____	____	____	____
Other_____	____	____	____	____	____	____

Days Inn

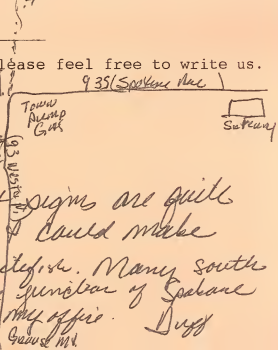
Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in?_____

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620



Steve - I think the current signs are quite adequate. The only suggestion I could make is additional signing on Hwy 93 in Whitefish. Many south bound Canadians miss the corner at the junction of Spokane Ave & 2nd St. Consequently they wind up at my office. Doug
Glacier Mt.

RECEIVED
DEPT. INFO. SERVICE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	____	____	____	____	____	____
Mileage (green)	____	____	____	____	____	____
Food, Phone, Service (blue)	____	____	____	____	____	____
Roadside Historic Markers	____	____	____	____	____	____
Recreation Site Directional(brown)	____	____	____	____	____	____
Billboards and commercial signing	____	____	____	____	____	____
Staffed Visitor Information Cntrs	____	____	____	____	____	____
Designated Scenic Routes	____	____	____	____	____	____
Other_____	____	____	____	____	____	____

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in?_____

If you would like to make any further comments please feel free to write us. Thank You! Highway #12 from Forsyth to Lavina is not fit to travel on. Need a new one.

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

RECEIVED
OCT 13 1988
TRAVEL PROMOTION UNIT
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓			✓		
Mileage (green)	✓			✓		
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing FOR COMMUNITIES	✓			✓		
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes						
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

THERE ARE TO MANY REASONS WHY A PERSON CANNOT PUT UP A SIGN! 300 FEET FROM COMMERCIAL BUSINESS, AND INTERSECTIONS TO MUCH RED TAPE. TO GET ANYTHING DONE

Ron Seibert
SHELBY CHAMBER 10-17-88

BIG SKY
MONTANA

BIG SKY SKI AND
SUMMER RESORT
P. O. Box 1
Big Sky, Montana
59716

(406) 995-4211
(800) 548-4486
National Reservations
(800) 824-7767
Montana Reservations
(800) 548-8096
Group/Convention Sales

BOYNE USA RESORTS
BIG SKY
BOYNE MOUNTAIN
BOYNE HIGHLANDS
BRIGHTON SKI BOWL

October 26, 1988

John Wilson
Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Dear John:

A great number of Montana's tourists arrive and tour by automobile. Additionally, there are a great number of travelers passing through on our interstate without intention of stopping to tour within Montana.

A good looking, expansive, and consistant signing program on our interstate and primary highways will serve the state well. Most important are signs which lead, educate, and tempt tourists to stay longer, or tour more than they may have planned.

As a member of the Governor's Tourism Advisory Council, Big Sky Resort Association, and private sector tourism related businessman, I commend and encourage the current signage review with hopes that we will make significant improvements in it over the coming years.

Sincerely,

BIG SKY SKI AND SUMMER RESORT

Taylor Middleton
Director of Sales & Marketing

TMjb

cc: Steve Shimek

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓		✓		
Mileage (green)		✓		✓		
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing			✓			
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes	✓			✓		
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

What a good way to use some of the accommodation tax money!!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

The absence of blue rest areas signs along Montana's Highways is telling the tourist there is no place to relieve himself. I run a small motel and the biggest gripe most tourists have is that there is a lack of rest areas on Montana's highways, except for a very few along the Interstates. On Highway 2 during the fall, winter & spring months there is only one rest area open. I think I am correct in saying there are four open from Troy, Mt. to Williston, N.D. in the summer. One tourist from Minn. told me he was going back & tell his friends that if they intend to travel Hy. 2 to bring a supply of "second" undergarments. Couldn't we use more rest areas on all highways in the state?

John Wilson and Steve Shimek
Travel Montana
Box H
1424 9th ave.
Helena, Montana 59620

Dear John and Steve,

I will not be able to attend the meeting in Great Falls on the 16th of November in person as I have an ear operation scheduled for the 15th and I assume I will be in enough pain as to be ineffectual on the 16th. However, I do feel strongly about the highway signing and will try to have a representative at the meeting.

I have dealt with travelers within the state for over 20 years and have listened to their comments concerning the information available to them on the roadsides. Number one complaint is "Why aren't there any signs as we come into Choteau to tell us what's available in town?"

I should explain that I have recently been working with the highway department's sign personnel in Great Falls and found them to be very helpful to me and concerned about being helpful to the tourist industry in Montana.

The opinions that follow are my own and are based upon 20 years of experience in the tourism business.

Montana is the greatest state in which to live. We who live here take for granted the wide open spaces, the mountains, the long distances between farms and ranches and even longer between towns. We know from experience and talking to our neighbors where the attractions are and the best and worst roads to reach them. We are so adept at getting around in our great state that we forged about the people who travel thousands of miles to see what we have. They know next to nothing about our state.

We are all aware of the fact that tourism by itself will not

bring the state to a healthy economy, but it will add some much needed "new money"into the cash flow.

The challenge to the people in the travel industry in the state of Montana is to make the state known for our numerous attractions, welcome the travelers and help them overcome their fears of wide open spaces and long distances between services.

To do this we need to put ourselves in the place of the travelers. This is fairly easy for me because I spent several years in the state of Minnesota. There the towns are close together, there is a crossroad nearly every mile, several farms in each square mile and a person traveling is secure in the knowledge of receiving help soon should some trouble occur.

When I came to Montana I was overwhelmed by distance, confused in the lack of roads and insecure in the seeming lack of services. Most of all I was disturbed by the lack of information available to the traveler.

To correct the misinformation which is abroad about our state we need to inject information about good roads, plentiful services, and 800,000 helpful people into the advertisements the tourism people are sending out of state.

Next we should provide ample directional signs at the highway intersections without catering to big cities only.

Also a zone near the cities and towns should be allocated for commercial advertizing for entities and attractions within.

Finally the attractions in the state should have signs denoting access routes. I don't mean just the two parks. I am referring to the buffalo jumps, dinosaur sites, ghost towns, museums, etc.

I am fully aware that the solutions ate not this simple. The scenic areas must be protected from gaudy signs and there must be a

limit as to how many signs can be erected in specific areas. However an interesting sign placed on a long boring stretch of road would not only inform travelers but it would also give them something to break the monotony and keep them more alert.

This is a great state we have here and if some extra signs will help dispel the fears people have about it then I am all for the signs.

Sincerely,

John W. Brandvold
Box 796
Bynum, Montana 59419

SHOP YOUR HOMETOWN FIRST!

FAIRFIELD CHAMBER OF COMMERCE

October 18, 1988

Travel Montana
Box H
1424 9th Avenue
Helena, MT 59620

Dear Sirs:

We do have several comments pertaining to specific road signage in our area. We are constantly being told by travelers in our area that the exits off Highway 200 in Simms and near the large Morman church one mile east of Sun River do not indicate "FAIRFIELD". The exit off I-15 at Vaughn ignores us as well.

We feel that present signage does not allow travelers from Great Falls to "find" our community.

Please help us.

Sincerely,

Mike Johnson, President
Fairfield Chamber of Commerce

MWJ:sj

RECEIVED
1989
TRAVEL MONTANA
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓			✓	
Mileage (green)		✓			✓	
Food, Phone, Service (blue)		✓				
Roadside Historic Markers		✓				
Recreation Site Directional (brown)		✓				
Billboards and commercial signing	✓					✓
Staffed Visitor Information Cntrs	✓	✓			✓	
Designated Scenic Routes		✓			✓	
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

In small towns there should be ad signs on outskirts so people traveling will know what's available available in the community - at a reasonable price

Bank young
Club Bar & motel
Lima MT

RECEIVED

to: John Wilson, Travel Director
Steve Shimek, Highway Signing Project Coordinator

On our "WELCOME TO MONTANA" signs on our Interstate and major highway entrances is there a plan to attach a Centennial designation sign?

If this has not been considered what action could be taken.

There should also be signage designating the Billings Information Center. This would be a repository of Montana information for visitors with a calendar of centennial events throughout the state.

P.S. See you on the 17th at the Northern and Welcome to Billings.

Regards,

Paula Deigert

Highway Signing Project
Dept. of Commerce
Travel Montana

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Directional (green)	____	____	____	____	____	____
Mileage (green)	____	____	____	____	____	____
Food, Phone, Service (blue)	____	____	____	____	____	____
Roadside Historic Markers	____	____	____	____	____	____
Recreation Site Directional (brown)	____	____	____	____	____	____
Billboards and commercial signing	____	____	____	____	____	____
Staffed Visitor Information Cntrs	____	____	____	____	____	____
Designated Scenic Routes	____	____	____	____	____	____
Other "Welcome to Montana" on Interstates	____	____	____	____	____	____

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

over

Sir:

Ease up on the commercial highway sign restrictions.
If you want tourists to stay over in our small towns, let us tell them about our places.
Other states advertise every tourist attraction - & for miles away.
(Yours in Southern Md your historic just say sign here to meet certain sizes - (2 or 3 to choose from)
Handsome some Hilly (State) sign advertising a private business?

Marvin Appleby

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	___	___	___	___	___	___
Mileage (green)	___	___	___	___	___	___
Food, Phone, Service (blue)	X	___	___	___	___	___
Roadside Historic Markers	___	___	___	___	___	___
Recreation Site Directional(brown)	___	___	___	___	___	___
Billboards and commercial signing	X	___	___	___	___	___
Staffed Visitor Information Cntrs	___	___	___	___	___	___
Designated Scenic Routes	X	___	___	___	___	___
Other_____	___	___	___	___	___	___

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? MT

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

(over)

Highway Signing Project
Dept. of Commerce
Travel Montana

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Directional (green)	✓			✓		
Mileage (green)	✓			✓		
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers		✓			✓	
Recreation Site Directional(brown)	✓			✓		
Billboards and commercial signing			✓		✓	
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes	✓			✓		
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state? TEXAS

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

LAKESIDE RESORT MOTEL
ON THE LAKE OPEN ALL YEAR KITCHENETTES
WESTSIDE FLATHEAD LAKE
P.O. BOX 293 PH 406/844-3570
LAKESIDE, MT 59922

I WOULD LIKE TO SEE MORE PUBLIC ACCESS FOR SWIMMING, FISHING, PICNICING ETC ON FLATHEAD LAKE WESTSHORE. TOURISTS HAVE ASKED FOR THESE FACILITIES COMING TO THE WESTSHORE.

GLORIA WEIKERT

There is No services sign at Phosphate Rd when frontage Rd runs into Garrison NOT right

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	X					X
Mileage (green)		X			X	
Food, Phone, Service (blue)	X					X
Roadside Historic Markers		X			X	
Recreation Site Directional(brown)		X			X	
Billboards and commercial signing	X					X
Staffed Visitor Information Cntrs		X			X	
Designated Scenic Routes		X			X	
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Poor Directional Sign for or on Frontage Rd of Garrison Jct.

Need Directional signs to Deer Lodge at Junction Garrison I90 & 12

There are No directional signs for Frontage Rd. or to Garrison at Phosphate Exit # I 90

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓			✓	
Mileage (green)		✓			✓	
Food, Phone, Service (blue)	✓					✓
Roadside Historic Markers		✓			✓	
Recreation Site Directional (brown)		✓			✓	
Billboards and commercial signing	✓			✓		
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes		✓			✓	
* Other "No Camping in Rest Areas" *SEE BELOW	✓			✓		

Do you know of a state with an exceptional highway signing program? If so, what state? So. Dakota

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

* We've got this so called bed tax how can we collect it help promote MT. If these people don't have to pay!! Besides bed tax, their also costing jobs & revenue to Montana's.

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓				
Mileage (green)		✓				
Food, Phone, Service (blue)		✓				
Roadside Historic Markers		✓				
Recreation Site Directional (brown)		✓				
Billboards and commercial signing		✓				
Staffed Visitor Information Cntrs	✓					
Designated Scenic Routes						
Other *	✓					

Do you know of a state with an exceptional highway signing program? If so, what state? Idaho & Washington

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

* Idaho & Washington have signs advertising specific business as you approach various communities. I have the information on Idaho's program & it would be a good program for small business in Montana
Roy Williams 628-6513

Russell Motel
711 East Main
Laurel, MT 59044

The Montana Road sign program on the whole is very good. There are a few places where it could be upgraded, especially in letting the Traveler know where to locate the Interstates and other main highways more quickly. For instance, finding the highways leading north from the Billings area interstate, could be more pronounced. Also in the Big Timber area as it is very easy to foul up there.

Camping and recreational signs in the State are very good and are particularly helpful. However, Montana needs more Rest Areas, even if the Restrooms must be the non-plumbing type since heated Restrooms in the Wintertime are so very costly to maintain. Nebraska is a State that has many Restrooms along their Interstates and are in constant use by Truckers, Campers, and Automobile occupants alike. Rest areas are also handy for turning off to eat a sandwich or to check a tire, etc. In my opinion Montana is sorely lacking in Rest Areas in comparison to other states. Building more Rest Areas could be integrated into the Welfare work Programs!

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓		✓		
Mileage (green)	✓			✓		
Food, Phone, Service (blue)		✓		✓		
Roadside Historic Markers		✓		✓		
Recreation Site Directional (brown)		✓		✓		
Billboards and commercial signing		✓		✓		
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes	✓			✓		
Other Restrooms	✓			✓		

Do you know of a state with an exceptional highway signing program? If so, what state? Texas

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

(over)

FROM: BEAVERHEAD COUNTY MUSEUM
Box 830
DILLON, MT 59725

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓		✓		
Mileage (green)		✓		✓		
Food, Phone, Service (blue)		✓		✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing		✓			✓	
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes		✓		✓		
Other MUSEUM LOCATIONS	✓			✓		

Do you know of a state with an exceptional highway signing program? If so, what state? _____

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

"WEATHER INFO" SIGNS LISTING FREQUENCIES OF LOCAL RADIO STATIONS WOULD HELP TOURISTS LEARN INFORMATION RE: ATTRACTIONS/FUNCTIONS LOCALLY. COULD HELP ATTRACT MORE TOURISTS TO LOCAL AREAS. WYOMING HAS EXCELLENT "WEATHER INFO" SIGNING.

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)				✓		
Mileage (green)	✓			✓		
Food, Phone, Service (blue)				✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional(brown)	✓			✓		
Billboards and commercial signing		✓			✓	
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes		✓			✓	
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in?_____

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

SHOULD HAVE MORE DIRECTIONAL + MILEAGE SIGNS FOR HELENA — ESPECIALLY NEED BETTER MARKING FOR HELENA EXITS OFF INTERSTATE AT GARRISON!

10/24/88

Steve Shimek
Travel Montana
box H
Helena, MT 59620

Dear Mr. Shimek;

I would like to comment on commercial billboards along our highways. I feel that all commercial billboards should be at least 60 ft. back away from any highway or roadway. I also feel that there should be some restrictions as to the size requirements of such billboards. Most of them are so oversized and gaudy that they are eye sores and very much inhibit our beautiful scenery here in Montana. This is the natural resourse that we are trying to reserve. I hate to see our beautiful scenery cluttered with this type of advertising, it's such a waste of Nature and detracts from the very thing that we are trying to preserve. I would like to see stricter restrictions put into effect or better yet ban all billboard advertising before it's too late! Thanking you for your cooperation in this matter I remain,

Yours truly,

Gail Ambrose

Gail Ambrose
Ksanka Trailer Park & Motel
P.O. Box 846
Eureka, MT 59917
406 296-2361

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	X			X		
Mileage (green)		X			X	
Food, Phone, Service (blue)		X			X	
Roadside Historic Markers		X			X	
Recreation Site Directional (brown)	X			X		
Billboards and commercial signing	X			X		
Staffed Visitor Information Cntrs	X			X		
Designated Scenic Routes		X		X		
Other Commercial Business	X			X		

Do you know of a state with an exceptional highway signing program? If so, what state? Oregon

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Director Wilson:

The most frustrating thing we've had to do since purchasing our business, is try to deal with the Highway Commission

(over)

to get a sign on Highway 2[illegible]
After two years, we still have
no sign to advertise our business.
Our guests tell us they don't
know were even here, until
they drive by. Any hints
or suggestions will be greatly
appreciated! thank you.

Sincerely,

Gary T. Evans, Owner
West Fork Cabin Camp
P.O. Box 545
Cameron, Mt. 59720
(406) 682-4802

Travel Montana
Box H
1424 9th Ave
Helena, Mt 59620

On Directional Signs, Recreation Signs we feel we need more marking of attractions on the Primary Roads to show where to turn off on the Secondary System to find some of our little know sites.

On Bill boards in some of the more Isolated areas they help break the monotony of looking at the great open space. They help to break road hypnosis. Type of signs to be controlled

Are all of the points of interest on the official Montana Highway map marked on the ground as to direction & distance

Do the units that are only open during the tourist season receive a share of the signing. Is it possible to put folding signs for these units.

Heritage Museum
Box 628
Libby, MT 59923

AWM[illegible] member

EKSTROM FAMILY

EKSTROM'S STAGE STATION INC.

Trailer Park and Campground & Pool
Ox Yoke Gift and Rock Shop
and Lounge
Pioneer restaurant

Rock Creek Road
Phone (406) 825-3183

P.O. Box 1010
Clinton, Montana 59825

10/17/88

Travel Montana:

Dear Mr. Welsan,

I wish to comment further on the sign issue.

We as campground owners, have for at least 17 years tried to crack the State regulations concerning signs to let people coming to our places of business find them more easily. I am so happy to know Travel Montana is going to do something after all this time.

I feel the Highway Dept of Mont interprets the Federal guidelines of signing with too much scrutiny and makes it very difficult for

business in rural areas to get any sign at all near their places of business. At present they are telling me our only sign is not legal because we moved it a few feet too far & therefore they will remove it. It gets very difficult to be in business dealing with these types of incidents.

We will attend the meeting in Missoula Nov 15th

Sincerely

Dave Ekstrom

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓			✓		
Mileage (green)	✓			✓		
Food, Phone, Service (blue)	✓	✓		✓		
Roadside Historic Markers	✓	✓		✓		
Recreation Site Directional (brown)	✓	✓		✓		
Billboards and commercial signing		✓		✓		
Staffed Visitor Information Cntrs		✓		✓		
Designated Scenic Routes		✓		✓		
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?

What state do you reside in? Washington

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

The signs are definitely helpful for travelers to be more familiar & tend to take more advantage of what is offered when it is marked. It also will remind local people its there & encourage more local use.

over

Montana has a reputation for being primitive to easterners & others & we should mark & show off all our tourist assets so they will be more comfortable & spend more time in our state.

I am a native Montanan & am proud to go home & see it looking progressive and clean.

NANCY COX
P.O. BOX 14682
SPOKANE, WA 99214

Better Trader Court
Cut Bank, Mont-59427

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓					
Mileage (green)	✓					
Food, Phone, Service (blue)	✓					
Roadside Historic Markers	✓					
Recreation Site Directional (brown)	✓					
Billboards and commercial signing			✓		just litter	
Staffed Visitor Information Cntrs	✓					
Designated Scenic Routes	✓					
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in?_____

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

P.S.

There are 62 billboards between Somers Montana and Kalispell - a distance of 10 miles or so. Hwy 2 (La Salle) between Kalispell and Hwy 40 looks like appalachia. We must limit

billboards etc. or no one will be able to see the countryside. We are fouling our own nests.

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		X		X		
Mileage (green)		X		X		
Food, Phone, Service (blue)		X		X		
Roadside Historic Markers		X		X		
Recreation Site Directional (brown)		X		X		
Billboards and commercial signing			X			X
Staffed Visitor Information Cntrs	X					X
Designated Scenic Routes	X					X
Other Rest stops/AREAS	X				X	

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? MONTANA

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

On the blue signs you could note that a city or town has more restaurants, gas stations, motels and if below that number you could list them. Billboards & commercial signs could be a little smaller and made more attractive and kept up better. Rest areas, we need more, and it wouldn't hurt to

allow limited trailer stopovers. It would be nice for travelers to know how far the next rest stop is ie. 43 mi. or 10 mi. from this area and at least 5 to 10 mi. advance notice for travelers entering roads in between. As long as our state is broken up into areas, Gold Country, Russell Country, etc. there should be more roadside areas with the maps and areas shown but the activities and special events should be listed for that particular area that the traveler is in, ie. Glacier Country with a list for that area. Why aren't there more small roadside areas for a car or two to stop and have a picnic?

RECEIVED
NOV 2 1988
TRAVEL MONTANA
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓		✓		
Mileage (green)		✓		✓		
Food, Phone, Service (blue)		✓		✓		
Roadside Historic Markers		✓			✓	
Recreation Site Directional (brown)		✓		✓		
Billboards and commercial signing	✓			✓		
Staffed Visitor Information Cntrs		✓			✓	
Designated Scenic Routes		✓		✓		
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Signs entering state from other states are in poor shape - need updating & improving. ~~Our~~ MT. rest areas are the poorest of any I saw while traveling this summer. - What about asking local Chambers of Commerce or other agencies to set up some kind of booth in the rest area. This would

serve two purposes - allow the local area to familiarize the tourist about the area & man the rest area to cut down on vandalism and keep it cleaner. This would be at no extra cost to the state.

Highway Signing Project
Dept. of Commerce
Travel Montana

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓			✓		
Mileage (green)	✓			✓		
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional(brown)	✓			✓		
Billboards and commercial signing	✓			✓		
Staffed Visitor Information Cntrs	✓			✓		
Designated Scenic Routes	✓			✓		
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?

What state do you reside in? Mont

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Most tourists coming to a new area need to be led to the attractions or services they require. Montana seems to be at cross purposes with its self on one hand attempting

to have tourists into our area and
a highway department policy of restricting
or not adequately signing. IC - No sig
denoting National Bison range on
interstate 90 -

JERRY NOBLE TIRES, INC.
712 CENTRAL AVENUE WEST
GREAT FALLS, MONTANA 59404
DOING BUSINESS IN GREAT FALLS, BOZEMAN, CUT BANK, & HAVRE

TESTIMONY IN FAVOR OF HIGHWAY SIGN USAGE

Our company is in the business of providing tires, auto supplies and truck repairs and tires. Highway signs are the only viable means of attracting customers who are passing through our area.

Not only do our signs inform prospective customers that we have products for sale, but they give directions to find our store locations.

The economy in Montana has very few strongholds. Tourism and travel are the most needed activities to help our business survive. If highway signs are prohibited we can forget the tourist/travel dollar and try to keep our businesses operating by feeding on other businesses in the community.

Highway signs are already controlled by the Highway Beautification Act of 1965. We do not need further legislation, especially in Montana, which will further limit our access to the tourists traveling our highways.

If the opponents of highway sign usage are successful in their attempt to outlaw such usage, the people of the State of Montana may as well turn out the lights on the State and move to an area where business attitudes encourage small business growth and the resulting jobs for its citizens.

JERRY L. NOBLE, PRESIDENT

~~316~~ 12 North Last Chance Gulch □ Post Office Box 591 Helena, Montana 59624 □ Telephone (406) 442-9869

Downtown
HELENA BUSINESS IMPROVEMENT DISTRICT, INC.

Mr. Steve Shimeck
TRAVEL MONTANA
Department of Commerce
1424 9th Avenue
Helena MT 59620

RECEIVED
1988
DEPT. OF COMMERCE

Dear Steve,

I'm writing to let you know that while giving a talk to the Helena Board of Realtors about various downtown projects and fielding a series of questions from the group, realtor Hurly Carey stood up to say that in spite of the work we are doing and all the hoopla the state has promoted for tourists, the facts speak louder than words.

To paraphrase him: "In Great Falls, just after completing a road project, the 'Helena' sign was replaced by a 'Butte' sign."

Steve, I hear this type of thing often, and I hope you'll agree to persuade the Highway Department to remedy the situation. At the very least, Helena could be mentioned on all road signs as a third city-- *it's the Capitol City, for crying out loud!* No one driving through would find it, much less choose to make it a destination.

In this centennial year, let's show the motorist how to get here by putting **HELENA** on the signs.

Sincerely Yours,

Mike

Mike Casey
Director, Business Improvement District

Serving Central Montana Since 1908

LEWISTOWN AREA CHAMBER OF COMMERCE

November 10, 1988

Department of Commerce
1424 9th Avenue
Helena, MT 59620-0401

Re: Testimony on Interstate and Highway Signing

Thank you for your letter of Oct. 11 inviting us to comment on signing policies on Montana highways.

I know that the Yogo Inn of Lewistown is giving you some specific suggestions for signing, and I won't be so specific.

But our Chamber board of directors discussed this at its monthly meeting Tuesday, and we do have some general but strong concerns:

-- We feel Lewistown is centrally located in the state and is the preferred route for much of the travel across the state east to west and north to south. This is especially true with the new PN Bridge across the Missouri. Lewistown offers complete services to travellers at a convenient midway point in cross-state travels.

-- Yet we feel Lewistown is poorly mentioned, if at all, in signage at points 100 to 200 miles from Lewistown.

-- We, like any community, want and need road signs that encourage traffic through our community. But we feel we merit such signage, due to our location, our services and the fact that we are a very logical route for travellers to take.

Anything you can do to improve signage directing people through Lewistown will be greatly appreciated. And I'd be happy to discuss this further with you at your convenience.

Sincerely,

Dave Byerly, 1988 President

P.O. BOX 818 • 408 N.E. MAIN • LEWISTOWN, MONTANA 59457 • (406) 538-5436

BARBARA SATHER
FRANK "BUD" KAMP
First Ward Aldermen

MARK HEINERT
DUSTIN M. ROLFSNESS
Second Ward Aldermen

CRYSTAL MATTESON
ALVIN HECKFORD
Third Ward Aldermen

SUE E. GLENN
City Clerk

ROBERT BRASSEY
City Judge

GRACE RUGGLES
Treasurer-Water Clerk

CITY OF LEWISTOWN

305 WATSON — LEWISTOWN, MONTANA 59457 — (406) 538-2302
JOHN P. HUMPHREY, Mayor

JIM DANIELS
Recreation Director

THOMAS P. MEISSNER
Attorney

RUSSELL DUNNINGTON
Police Chief

SONNY MOLINE
Fire Chief

WARREN BIRD
Supt. of Operations

FLORENCE KETTERING
City Librarian

KENNETH F. SMITH
District Sanitarian

ELLY WALKOWIAK
City-County
Planning Director

RECEIVED
NOV 10 1988
TRAVEL PROMOTION UNIT
DEPT. OF COMMERCE

November 7, 1988

Mr. John Wilson, Travel Director
Travel Montana
Box H
1424 9th Avenue
Helena, Montana 59620

Dear John:

I am sorry I cannot get to the public meetings on highway signing, so I am making my comments in writing.

GENERAL COMMENTS:

1. The issue of commercial signs and bill boards is a difficult one. We do not want to overly clutter our roadsides, but desperately need to advertise our commercial business for the traveling public.

   The present procedures for erecting a commercial sign are far too complex, restrictive, costly and time consuming. The entire process, rules and procedures should be in the hands of local government, who can best judge their particular situations. Maybe only the freeway areas should be administered by the State.

2. Marking directions to cities from our freeways, primaries and secondaries is very poorly done. In general the signs show only the next town. It would be well to show two or three towns with mileage on a sign. It seems to me this was done many years ago.

3. Mileage indication to the next town needs to be more frequent. Probably every twenty to twenty five miles. It is not unusual in Montana to see a sign saying 90 + miles to a town and then not see another sign until you reach the town's city limits.

SPECIFIC COMMENTS:

1. Lewistown should be specifically marked off the freeway at Billings, Big Timber, Great Falls and Glendive.

2. Other Lewistown locators should be at major primary and secondary intersections in our area. Particularly to the east and west of us along HW 87 and 200 and north and south along 191.

3. C. M. Russell Country and Refuge needs to be promoted through highway signs.

4. Major Missouri river crossings in our area need direction signs.

5. Gas, food, camping and lodging signs are needed along Montana primaries and secondaries.

I am sure there are many more areas that need to have upgraded signage. In the past the Montana Highway Department has been uncooperative in meeting local needs. Hopefully this will change in the near future.

Sincerely,

John P. Humphrey

John P. Humphrey, Mayor

JPH:sg

cc: Bev Butler, Lewistown Area Chamber

YOGO Inn
"Centermark"
&
Convention Center

RECEIVED
NOV 07 1988
TRAVEL PROMOTION UNIT
DEPT. OF COMMERCE

November 3, 1988

Mr. John Wilson
Travel Montana
Box H
1424 9th Avenue
Helena, Montana 59601

Dear John:

In addition to forwarding the questionnaire earlier regarding the Highway Signage, we are asking that consideration be given the following locations for directional signing for Lewistown, Montana.

1. Green & White Directional and Mileage Sign using US 191 North at Big Timber.

2. Green & White Directional and Mileage Sign on US 87 West Bound at Junction of US 87 West and US 191.

3. Green & White Directional & Mileage Sign on US 191 North at Junction US 91 North and US 87.

4. Green & White Directional and Mileage Sign on US 87 North and Junction US 87 and US 200.

5. Green & White Directional and Mileage Sign on US 200 West at Junction US 200 and US 87.

6. Green & White Directional and Mileage Sign North of Billings on US 87.

Due to the fact that Lewistown is not on a Major Interstate Highway but does offer the scenic views of not only the farms and ranches, but also the Mountain Ranges and small towns, we feel there is a definite need to inform the traveler as to our location.

We look forward to having these signs in the near future.

Sincerely,

Henry W. Gehl
General Manager

P.O. Box 939• 211 East Main Street • Lewistown, Montana 59457
Toll Free State Wide Reservation 1-800-346-YOGO

RECEIVED
NOV 14 1988
TRAVEL PROMOTION UNIT
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		X		X		
Mileage (green)	X			X		
Food, Phone, Service (blue)		X		X		
Roadside Historic Markers	X			X		
Recreation Site Directional (brown)	X			X		
Billboards and commercial signing		X		X		
Staffed Visitor Information Cntrs		X		X		
Designated Scenic Routes	X			X		
Other Town Signs	X			X		

Do you know of a state with an exceptional highway signing program? If so, what state? OREGAN

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

I Think every Town & city in Montana should be able To Have a Bill Board sign on each end of Town. To promote Their Town. IN MANHATTAN MT. we had a Sign promoting our Town. & were Forced To take it Down During LADY Bird Johnson program. we are now

over

with out any signs. and were surrounded
By AGRAcultrual Land witch we cannot erect
a sign on. could you Look in on This
& see what can be done. Losing our
Town sign Lost alot of Buisness off The
Hwy. & we were about The only
county Hit by Lady Bird Johnson's program
before they ran out of Funds

Thank you

Michael Kuenner
P.O. Box 407
MANHATTAN MT.
59741
ph 284 6009

PHILIPSBURG
Chamber of Commerce
INCORPORATED

PHILIPSBURG, MONTANA
59858

Nov. 2,1988
Dept. of Commerce
Helena, Mt.

Dear Sirs;

Highway signage for the state of Montana is inadequate I feel, although it has been greatly improved in the past few years.

I beleive our Montana highway signs do not adequately represent what we want to convey to travelers and tourists. Both public and privately owned attractions available to visitors are not promoted through signs. Our state has much to offer travelers, but it must be promoted through directional, informational, and clearly marked signs.

We live on the only designated scenic route in the state, Montana Highway #1. Until recently there were no signs indicating our lovely scenic route. Since signs have been placed on the inter-state highway, our tourism has improved.

Our approach to tourism is reflected through our endeavors to direct travelers. The Department of Commerce, The Tourism Advisory Council, and the various regional tourism groups have been diligent this past year in promoting tourism in Montana. The state Highway Department should be working in conjunction with these groups in efforts of improvement in signage, thus resulting in economical gain for the state.

The new Superhost program, along with other informational efforts are all positive approaches. Further effort could be applied working cooperatively with the Forest Service, and National Parks programs. In some areas this is already being done.

I am happy to see the Department of Commerce taking the initiative in improving the sign system for the state.

Sincerely,

Carol Huffsmith

Carol Huffsmith,
President, Chamber of Commerce

Steve

Stillwater County, Planning for the Future

Box 881
Phone 406-322-4439
Columbus, Montana 59019

John Wilson
Travel Director
Department of Commerce
Box H
1424 9th Ave.
Helena, MT 59620

Re: Highway Signing Project

Dear Mr. Wilson:

Please consider the following comments when you look at interstate and primary highway signing policies to better serve visitors.

Directional and mileage signs along the highways seem to be adequate but the service signs and recreational site signs could be improved to assist vacation travelers.

I suggest international symbols be used to identify the services available in each Town along Interstate and primary highways. International symbols are easy to read and are used extensively in Canada. Alberta is an excellent example of the effective use of international symbols. International symbols are understood by international travelers and Americans of all age groups. International symbols are available for recreational purpose and are often used by the U.S. Forest Service and Park Service.

I also suggest that more scenic routes by designated around the state to encourage vacation travelers to explore more of Montana outside the main travel corridors. For example a Yellowstone River scenic route could be designated from Park City to the Springtime interchange in southcentral Montana. There are numerous possibilities around the state to develop scenic routes and I encourage you to pursue this concept when you review laws and policies with the travel industry in mind.

Thank you for the opportunity to comment on the Highway Signing Project. Keep up the good work!

Best Regards,

John Beaudry

John Beaudry
Planning Director

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs <u>and</u> do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		✓			✓	
Mileage (green)		✓		✓		
Food, Phone, Service (blue)	✓					✓
Roadside Historic Markers	✓					✓
Recreation Site Directional (brown)	✓					✓
Billboards and commercial signing		✓			✓	
Staffed Visitor Information Cntrs	✓					✓
Designated Scenic Routes	✓					✓
Other Local Recreational services like campgrounds, golf courses etc	✓					✓

Do you know of a state with an exceptional highway signing program? If so, what state? Washington and Alberta, Canada

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

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	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)						
Mileage (green)		X			X	
Food, Phone, Service (blue)		X			X	
Roadside Historic Markers		X			X	
Recreation Site Directional (brown)	X			X		
Billboards and commercial signing						
Staffed Visitor Information Cntrs	X			X		
Designated Scenic Routes	X			X		
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

As you can see by the enclosed letter, we've had problems with signs. Governor Schwinden was kind enough to come + meet with us to

discuss the problem. As of now, it is yet to be resolved. Our business is 1/4 mile off the highway & our only exposure to business traveling by is the sign. And the sign sits farther from the highway than some buildings on Hwy 2 - We realize this is a Federal Highway problem - but it's hanging over our heads! Some states have highway signs with the business name on it - a consideration

Thank you
Kathleen Flint

Glacier Campground
West Glacier, MT
59936
May 12, 1987

The Honorable Ted Schwinden
Governor of the State of Montana
State Capitol Building
Helena, Montana 59601

Dear Governor Schwinden,

Our business, Glacier Campground, is located one mile west of the west entrance to Glacier Park and we write this letter to ask supportive assistance concerning a problem we have in maintaining our business sign location. The sign sits on the entrance road to our campground, approximately 100 feet from the edge of the highway. This position, although well off the edge of the road, still puts the sign within the highway right-of-way.

In order to comply with the state highway regulations, we must move the sign well back into the woods approaching the campground property where people will not be able to see the sign as they drive by.

We were approached in February of 1985 by the highway department to sell the on-premise sign and agreed. Since the highway wasn't surveyed, we weren't sure where the sign would be relocated. Now we know--out of sight of passing visitors. We know this relocation will virtually eliminate any visibility of access or entry to our business. We cannot run our business without letting people know where we are and they will not know where we are without prominent sign location.

Now the regulation seems fairly clearcut, but we may have one alternative which would satisfy our needs and may still comply with state highway regulations. By purchasing our easement rights back from the state highway we could maintain present location and relieve the highway from any legal responsibility of the sign being a safety hazard on state grounds.

We're a good, clean accommotations facility for tourists traveling to Glacier Park. We'd like to think the state of Montana stands behind small businesses such as ours. We stand behind our state by current property taxes and by support of any feasible travel tax to be proposed. In order to support our state's economy we need some support from our state to help keep our business going. Allowing us to purchase our easement would ensure a solid seasonal tourist trade for our campground.

We would greatly appreciate your consideration of our business visibility problem. We enclose pictures for further understanding of our predicament. Please help us maintain our necessary highway business exposure so visitors know our location, enjoy their stay, and return to this area of Montana.

Thank you, Governor, for your time and attention to this personal business matter. We would sincerely appreciate your support.

Sincerely yours,

George and Kathleen Flint
Owners/Operators
Glacier Campground
West Glacier, Montana

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)		X		X		
Mileage (green)		X			X	
Food, Phone, Service (blue)		X		X		
Roadside Historic Markers	X				X	
Recreation Site Directional (brown)	X			X		
Billboards and commercial signing	X			X		
Staffed Visitor Information Cntrs		X			X	
Designated Scenic Routes	X			X		
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

We at the Sleeping Buffalo would like to put up a sign regarding our wonderful facilities. We have a natural hot springs that is so beneficial to so many people, but we can't even put up a sign out by the highway because of the (over)

laws that were incorporated during Johns[illegible] administration. There are so many people who drive by because they miss the small highway sign or their attention is diverted or they aren't aware of it. I think this law was good in some ways, but it has hurt tourism in our area of the state. You say Montanans want tourism, but this has hindered us. Our State is very much in need of extra income, so they better look into this situation. Hopefully, you will be able to do something to rectify this problem.

Sincerely yours
Sleeping Buffalo
Marilyn E. Bricpohl
SR 3 - Box 13
Saco, Mont. 59261

I think this line of thinking is one of the very best ways of initiating more interest & business for Montana areas. I feel some serious thinking should be done over the prospect of changing the zoning reg. around cities & towns that would increase their ability to advertise what they have to offer the public in that area. The little towns setting back off the hi-ways

I would like to see signs at the edge of city + town limits - with population + elevation information on them.

We have gotten lot of inquiries on these two subjects.

TRAVEL MONTANA

I DO BELEIVE THAT THE SIGNS IN IDAHO THAT TELLS YOU WHAT IT IS LIKE A PITCURE OF KNIVE & FORKS OR A CAMPING SIGN WITH THE NAME OF THE CAMPGROUND ON IT. THAT WOULD TELL PEOPLE WHAT WE HAVE.

THANKS
WALT

W. M. HUNGATE
3525 HWY. #91 NORTH
DILLON, MONTANA 59725

W. M. HUNGATE
3825 HWY. 191 NORTH
BILLON, MONTANA 59759

Oct. 25, 1988

Dear Friends:

We have our buisness off the main highway and have telephone & lodging. Wish you could have a blue & white sign installed along the highway. I know lots of tourists have a hard time finding us. Hope you will see my view and consider the traveler.

Thank You

J. Grumenfelder

Dear Mr. Wilson + Mr. Shimek,

Our opinion about highway signage in Montana is that the highways mainly serve tourists in areas around Glacier National Park + Yellowstone National Park, so the signs must be geared toured tourists. More signs telling where gas, food, lodging, recreation + tourist attractions are to be found would be beneficial. We especially need some of the brown recreation site directional signs.

Some changes also need to be made in the rules regarding billboards. Since most of the businesses surrounding Glacier Park are seasonal, it is very defficult to find a qualifying commercial site where outdoor advertising may be permitted. Campgrounds + other seasonal tourist businesses should qualify. If it was a bit easier to get permits + find qualifying sites, perhaps there would be fewer illegal signs erected. Tougher enforcement should be used against those who disobey permit regulations.

Thank you for soliciting our opinion on this matter.

Sincerely,

Christine Huene

Amazing Ventures, Inc.

[illegible]
[illegible]
[illegible]

RECEIVED
[illegible]
TRA[illegible]
DE[illegible] UNIT
[illegible]ERCE

November 1, 1988

Mr. Steve Shimek
Highway Signing Project Coordinator
Department of Commerce
1424 9th Avenue
Helena, Montana 59620

Dear Steve,

Thank you for this opportunity to explain my thoughts on future highway signage for Montana. I've been traveling a great deal for several years, and have been acutely aware of the programs for sineage in other states. For some time I've felt that we need to update our directional messages to our visitors.

I particularly favor the signs that provide the private sector with an opportunity to rent space and display their logo, etc. within the directional signs along the highway. This would eliminate the need for everyone of us to clutter the landscape with our individual messages.

I find that although their are guidelines in place to control the positions and amount of sineage on our highway system, infractions are common. Again, if we were to adopt the program that Idaho is using, motels, restaurants, etc., would save money supporting less billboards and the State could generate revenues by leasing space withing their directional/service signs.

Again, Steve, thank you for your interest in my ideas. If I can do anything further, please just let me know.

Sincerely,

Herbert H. Leuprecht

Herbert H. Leuprecht, President

Best Western
[illegible]

Central Montana Hospital & Nursing Home

408 Wendell Avenue • P.O. Box 580
Lewistown, Montana 59457-0580
Phone (406) 538-7711

Steve

RECEIVED
NOV 14 1988
TRAVEL PROMOTION UNIT
DEPT. OF COMMERCE

November 10, 1988

Mr. John Wilson
Travel Montana
Box H
1424 9th Avenue
Helena, MT 59601

Dear John:

Please consider the following in your review and possible revision of interstate and primary highway signing policies.

Green and white directional and mileage signs for Lewistown to be placed at the following locations:

1. US 191 North at Big Timber
2. US 87 West-bound at Junction of US 87 West and US 191 (Eddie's Corner)
3. US 191 North at Junction US 191 North and US 87 (Bohemian Corner)
4. US 87 North at Junction US 87 and US 200 (Grass Range)
5. US 87 North at Junction US 200 and US 87 (Great Falls)
6. Highway 236 at US 87 (Big Sandy)
7. North of Billings on US 87
8. Junction of Interstate 94 and Highway 200 at Glendive

Also, brown and white recreational site signs, "Lewistown, Scenic State Center" at any of the above areas would be appreciated.

Since Lewistown and surrounding communities are not on major interstate highways, we are not on the "beaten path", and many travelers to our fine state miss the opportunity to enjoy the beautiful mountains, Blue Ribbon trout stream, excellent water, hunting and recreation areas we are so proud of. Please help us make travelers more aware through appropriate signage.

Sincerely,

Susan E. Rummans

Susan Rummans, Director of Human Resources
First Vice President, Lewistown Area
Chamber of Commerce

MONTANA STATE UNIVERSITY
Extension Service
Fergus County Extension Office
204 3rd Avenue North, Federal Building
P.O. Box 740
Lewistown, Montana 59457
406-538-3919 or 538-7611

Steve

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NOV 14 1988
TRAVEL PROMOTION UNIT
DEPT. OF COMMERCE

November 9, 1988

Mr. John Wilson
Travel Montana
Box H
1424 9th Avenue
Helena, MT 59620

Dear John:

As the Fergus County Extension Agent, I work closely with the Lewistown Area Chamber of Commerce in the area of economic and business development. The promotion of tourism is certainly an important aspect of that kind of development.

In regard to your letter of October 11, 1988, regarding the review of highway signing, I'd offer these suggestions. Green and white directional and mileage signs for "Lewistown" are needed at:

Corner of US 87 and US 200, on US 200 West and on US 87 North.

Corner of US 191 and US 87 on US 191 North and on US 87 East bound.

US 191 North; north of Big Timber and north of Harlowton.

US 87 North; north of Billings and north of Roundup.

US 200S just northwest of Glendive.

US 191 West at the intersection of US 191 and HWY 19.

US 87/89 east of Great Falls.

Thank you for your consideration.

Sincerely,

Dave Phillips

Dave Phillips
Fergus County Extension Agent

JDP/cj

cc: Beverly Butler

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NOV 19 1988
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DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓			✓		
Mileage (green)	✓			✓		
Food, Phone, Service (blue)	✓			✓		
Roadside Historic Markers	✓			✓		
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing		✓			✓	
~~* Staffed Visitor Information Cntrs~~	✓			✓		
Designated Scenic Routes	✓			✓		

Other I Feel The Tourist Traveler Need's More Information As he Drives our Highways.

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in?_____

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

* We Need More Rest Stop's they need not to be manned or Staffed.

Highway Signing Project
Dept. of Commerce
Travel Montana

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	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)	✓					
Mileage (green)	✓					
Food, Phone, Service (blue)	✓					
Roadside Historic Markers		✓				
Recreation Site Directional (brown)		✓				
Billboards and commercial signing	✓					
Staffed Visitor Information Cntrs	Depending			Summer Months Only		
Designated Scenic Routes						
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

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Mileage (green)		✓		✓		
Food, Phone, Service (blue)		✓			✓	
Roadside Historic Markers		✓			✓	
Recreation Site Directional (brown)	✓			✓		
Billboards and commercial signing						
Staffed Visitor Information Cntrs		✓		✓		
Designated Scenic Routes		✓		✓		
Other Museums other than State	✓			✓		

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

One of our biggest complaints is with regard to finding the museum, yet it is very difficult to put up signs on highways and streets on the highway system. A private operation is every bit as important as a state institution.

This Response applies within the Context of Visual Observations Throughout the Western Half of Montana and includes Interstate, Primary, Secondary, and Local road Systems.

There appears to be a great Variation in Signing Standards That appear to be more related To Highway District Administration Than actual Signing needs. Some Interstates are over Signed and others are Totally inadequate and do Little to inform the Traveling public where to go and what Local Communities and areas have to offer.

The Interstate road system was a great idea to provide Truckers and intrastate Travelers a rapid route Through the State That Connects most of the major Cities.

This great Transportation system also isolated Many small Communities resulting in Severe economic impacts; This road System has Not responded to the numerous recreational opportunities and small Community services available to the Traveling public.

What recreationist Traveling in an expensive Vehicle Will leave the interstate System and Travel on poorly Signed or roads Totally without signing? I would not and This is a Situation Very prevalent Throughout Montana. How Can the Smaller or rural areas of the State benefit from the So Called great Tourist boom? I Think many, if not Most, are bypassed as The illinformed Traveling public race on to the bigger Cities that are Well signed and adjacent to The Interstate System.

There is a serious need for changes in the Montana Department of Highways attitude towards all road signing.

A first step in the process is to schedule a state-wide survey to identify needs, opportunities, community services, and special attractions, then develop a signing plan that is effective, ~~responsive to local needs, and directs the public~~ to points of interest that can result in their staying, enjoying the area, and hopefully provide economic benefits locally.

I have noted numerous instances of over signing resulting in a waste of money that can more effectively be spent at needed locations.

I note the Pintlar Scenic Route, the only designated scenic route in the state of Montana, was mentioned; until the local Pintlar Scenic Route Committee raised the issue recently, signing along this beautiful drive was almost non existent, it is now greatly improved but it is still incomplete as some of the major attractions, of great interest to the traveling public are not identified.

Howard C. Challinor

Highway Signing Project
Dept. of Commerce
Travel Montana

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Food, Phone, Service (blue)			X		X	
Roadside Historic Markers		X			X	
Recreation Site Directional(brown)						
Billboards and commercial signing			X		X	
Staffed Visitor Information Cntrs	X			X		
Designated Scenic Routes			X		X	
Other_____						

Do you know of a state with an exceptional highway signing program? If so, what state?_____

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

Billboards & commercial signing are an eyesore and only benefit the Big businesses using them, not the traveler.

Bob Marks →

Interstate Whitehall
Rt # 69 no indication
Lewis & Clark crossing

SWEET GRASS COUNTY CHAMBER OF COMMERCE

P.O. Box 1012
Big Timber, MT 59011
Phone (406) 932-5131

November 17, 1988

John Wilson
Department of Commerce
1424 Ninth Avenue
Box "H"
Helena, Montana 59620

RE: Comprehensive Plan for Future Sign Usage

Dear Mr. Wilson:

You have requested imput that will help you develop a comprehensive plan for future sign usage.

The Sweet Grass County Chamber of Commerce recommends that Public Interstate Signs be expanded to advertise the unique public and private tourist attractions in each Montana Community. For example, highway signs might list the following unique tourist and visitor attractions:

BIG TIMBER (NEXT TWO EXITS)
Montana Cut Throat Trout Hatchery
Natural Bridge State Park
U.S. Forest Service Ranger Station
Tourist Information
Public Golf Course
Forest Service Access
Fishing Access

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DEPT. OF COMMERCE

SWEET GRASS COUNTY CHAMBER OF COMMERCE
P.O. Box 1012
Big Timber, MT 59011
Phone (406) 932-5131

The more people we get to stop, on their way through Montana, and look at some of our unique attractions the more literature we can hand out and the more word-of-mouth advertising we will get. Perhaps this type of sign would help the community and be informative to the highway users without unduly degrading the beautiful scenery of the area.

Sincerely,

SWEET GRASS COUNTY CHAMBER OF COMMERCE

By: _____
RONALD R. RITER
PRESIDENT

RRR:lg.le

SWEET GRASS COUNTY CHAMBER OF COMMERCE

P.O. Box 1012
Big Timber, MT 59011
Phone (406) 932-5131

November 17, 1988

John Wilson
Department of Commerce
1424 Ninth Avenue
Box "H"
Helena, Montana 59620

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SWEET GRASS COUNTY CHAMBER OF COMMERCE
P.O. Box 1012
Big Timber, MT 59011
Phone (406) 932-5131

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Sincerely,

SWEET GRASS COUNTY CHAMBER OF COMMERCE

By: _____
RONALD R. RITER
PRESIDENT

RRR:lg.le

BILLINGS Neon
301 SOUTH 23rd STREET • P.O. BOX 30025 • BILLINGS, MONTANA 59107 • (406) 252-6348

November 17, 1988

Questions that must be answered about adding additional signage to Montana Highways.

1. The entire idea is against both the State & Federal Beautification Acts. So what is the intent of this program?
   a) Is it an effort to assist Montana businesses?
   b) Is it an effort to raise revenues for the state?
   c) Is it an effort to control the outdoor advertising industry? If so, why should the state eliminate or compete with private industry especially in a recession period?

2. If the decision is made to pursue the directory type of display, the following questions should be answered?
   a) What is the estimated cost of such a program?
   b) Will the revenue from the sign rentals support the program?
   c) How is this type of program working in other states and how many states have this system?
   d) How many signs will be at each exit?
   e) How large are the signs?
   f) How many advertisers will be allowed on each sign?
   g) How will an advertiser be selected?
   h) What will it cost an advertiser and how long will he control the space?
   i) What highways will be involved?
   j) Will the signs be owned by the state?
      1) Will the state allow private industry to get involved. If so, how?
   k) Will this type of business sign interfere with the additional point of interest or historical and information signs planned for the same exits?
   l) What effect will this program have on the outdoor advertising industry and will the revenues compensate the state for the lost taxes and jobs resulting in any loss to the sign companies?
   m) Do you plan to compensate the sign companies for any loss of revenue due to the state competition?

Thank you for listening to my questions.

Sincerely,

Dennis V. Harriman

Dennis V. Harriman
Secretary-Treasurer

The Value of a Sign

I AM A SIGN;

I inform the public as to my owner's name and the products he sells, assisting him in maintaining a profitable enterprise so he can pay his employees, his suppliers and his taxes.

I AM A SIGN;

Ask any oil company, bank, retail food chain, shopping center, automobile manufacturer or dealer, Holiday Inn, McDonalds, etc. How long would they operate without my help?

I AM A SIGN;

I made Coca-Cola the best known name in the world.

I AM A SIGN;

Times Square in New York City became a world-famous tourist attraction because of me.

I AM A SIGN;

I am the bright jewel that shines in the night, helping to make our streets safer than they otherwise would be without me.

I AM A SIGN;

Reduce me to an unreasonably small size, or blend me into the background of a building, and you have destroyed my usefulness.

I AM A SIGN;

Like human beings, there are all kinds of us — good and bad — and the majority should not be condemned for the sins of the minority.

I AM A SIGN;

The very politicians who seek to do away with me and my kind are the first to turn to us for aid when they run for re-election.

I AM A SIGN;

All other forms of advertising are sporadic; I am the constant.

I AM A SIGN;

Limited and scorned by architects, discouraged by city planners, restricted by ordinances and degraded by garden clubs and newspapers... nevertheless, I am the most efficient, effective, most noticed and economical form of advertising devised by man. I am also the oldest, dating back to the beginning of man.

I am the difference between a live city and a dead metropolis.

I AM A SIGN, and proud of it.

Quality Inn

1411 10th Ave. South
Great Falls, MT 59405
Phone: (406) 761-4600

November 16, 1988

Department of Commerce
Travel Montana
Att: Steve Shimek
Highway Signing Coordiantor

Dear Mr. Shimek: Steve

As a part of the travel industry I submit the following statement for the record.

Montana's beefed up effort to bring more visitors to our fine state is commendable. It also appears to have been effective thus far. It is of great concern that we may have spread the good news BEFORE we were completely prepared for what was to come. We have such a vast area for people to cover as they explore the highways and byways. We hear time after time, "We just couldn't find the CM Russel Museum - Why don't you have better signs?" , "We were worried about running out of gas on that lonely stretch of road and couldn't find a sign to tell how far to the next town." "Aren't you proud of your heritage? Why didn't we see a sign telling us of this important historical event." "How do I get to_ _ _ _?" When people find themselves in new, unfamiliar surroundings they need reassurance.

We need more and better signage. We don't want to clutter the landscape but we do want to make it easy to explore the state, find a good place to stay, enjoy a tasty meal and experience our wonderful heritage and versatile attractions.

Consider increasing the quality and the number of highway signs, both commercial and informational. The opportunity to upgrade our signage and improve the travel experience through Montana is at hand. Thank you for requesting our input.

Marcia Staigmiller

Marcia Staigmiller
Director of Sales Quality Inn
President Russel Country

S.C. PYFER

Box 752 East Helena, Montana 59635

11/29/88

Re Highway Signs

Montana Highway Dept
c/o Mike Ackey, Mgr.
Business Mtg Dist
Helena, Montana

While I have been privileged to see the presentation and the map of how many Helena signs are around the state I also know that Helena as the Capitol of Montana is still inadequately identified.

The worst example is I15/I90 intersection out of Butte which shows "St Ville" not "Helena." — (We know all the excuses of federal regulations — no doubt correct — but there certainly are exceptions that could be made.)

The signage to get into the business district is very sad & that is only partially the fault of the Highway Dept. We trust they will be receptive and cooperative now that Helena is stirring itself to do something about it.

S C Pyfer

S. CLARK PYFER

P.O. Drawer A
St. Regis, MT 59866

Holiday TRAV-L-PARK FOR CAMPERS Across America

CAMPGROUND ST. REGIS

Phone
406/649-2470

19 November 1988

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DEPT. OF COMMERCE

Mr. John Wilson
Travel Montana
1424 Ninth Avenue
Helena, Montana 59620

Dear John,

I'm enclosing a clipping from the Savannah (Georgia) Evening Press. I can tell you from my own experience that railroads such as this have tremendous tourist attraction power. I remember going through the parking lot at Cass, W. Va., a little restored logging railroad way out in the woods in west nowhere, and noting license tags from almost every state in the union.

Right here near St. Regis we have the abandoned Milwaukee Road right-of-way, part of which, I'm sure could be reassembled and there must be other equally attractive areas in the state.

Since we're stuck with this tax until someone gets it to the State Supreme Court, let's do something lasting and solid with the money instead of wasting it as with some of the local brochures I've seen.

Anyway, it's something for your idea file.

Cordially,

Ed

Ed Pierce

DEPARTMENT OF COMMERCE

TED SCHWINDEN, GOVERNOR

1424 9TH AVENUE

STATE OF MONTANA

(406) 444-3494

HELENA, MONTANA 59620-0401

November 28, 1988

Representative Timothy J. Whalen
101 Avenue C
Billings, MT 59101

Dear Representative Whalen:

Thank you for your letter regarding highway signing, particularly signs which greet visitors at entry points to the state. I, too, remember those signs from the 1960's. In a word they were "great."

Over the last several years the Highway Department has erected signs at major entry points which use the circular Montana logo and say "Welcome to Montana." I am unsure how many have been erected or how many are planned. Perhaps the Highway Department could shed some light on that question.

At any rate, I am not certain that specific legislation is needed to accomplish this task as the job is already underway. The authority already exists in law. Clearly a specific directive in the form of a law or resolution is an option to assure your intended results.

Right or wrong, the major constituent groups of the tourism industry such as the innkeepers, campground owners and ski areas are fearful of opening up the "bed tax" law for whatever reason. We have made significant gains, including a record ski season and a 12.5% increase in summer business.

By making the visitor "pie" bigger one of the beneficial results has been an increase in gasoline tax revenues. It appears to me logistically and politically easier to use the increased gas tax revenues to accomplish your task. This, of course, is a personal opinion.

I am at your disposal to help with your project. Please feel free to call upon me.

Best regards,
Wishing you a Merry Christmas

John Wilson, Travel Director

JW/bw
cc: Steve Shimek

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TRAVEL PROMOTION UNIT
DEPT. OF COMMERCE

Highway Signing Project
Dept. of Commerce
Travel Montana

Montana is studying ways to meet the needs of highway travelers. Please assist us by taking a moment to answer these questions pertaining to highway signs along Montana's interstate and primary routes. THANK YOU!

Would you like to see more, the same or fewer signs and do you think these signs are helpful, adequate or fail to meet their purpose:

	Check One			Check One		
	More	Same	Fewer	Helpful	Adequate	Fail
Directional (green)						
Mileage (green)	X				X	
Food, Phone, Service (blue)						
Roadside Historic Markers	X			X		
Recreation Site Directional (brown)	X			X		
Billboards and commercial signing						
Staffed Visitor Information Cntrs						
Designated Scenic Routes	X			X		
Other						

Do you know of a state with an exceptional highway signing program? If so, what state?

What state do you reside in? Montana

If you would like to make any further comments please feel free to write us. Thank You!

Please Return this form to:

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

John Wilson;
Yellowstone National Park
Signage west of Livingston (on Interstate)
woefully lacking. we have one
sign East on Interstate but its small.
(over)

Because of Livingston being Historically renovated downtown and the Depot Center museum (Cody museum satellite) it seems as though we have nothing on the highway in any direction so stating. Whose responsibility is that? How do we get Hiway 89 actually marked & signed so the public knows its our official (State) Centennial Hiway?

I need direction on these complex problems, but so important to us. Can you give me a note? Keep up your barrage!! Its great - (Ha.)

Thanks - Patty Miller

Free Enterprise Health Mine
Box 67
Boulder, MT 59632

November 28, 1988

Mr. Steve Shimeck
Travel Montana Dept.14
1424 9th Ave.
Helena, MT 59620

Dear Mr. Shimeck:

My manager, Peggy Johnson, brought to my attention that you were accepting opinions regarding the possibility of posting interstate signs which highlight key attractions at each exit in Montana. Having seen such sign programs conveniently working in other states, I say this is a great idea.

I suggest that the business communities, which have such key attractions - ones which encourage tourists to stay in Montana for an extended length of time - should contribute monetarily to the base cost of erecting these signs. Unless there is an additional program that requires annual printing or regulating, I strongly encourage you not to tax these communities annually. A one time charge for the sign would be appreciated.

We also have a logo, and would like to see this incorporated into a logo program. Our business attracts several thousand tourists each year, who stay for 10 days each. We have a capacity for many more, and would like to see a program implemented which allows a small advertisement square in a booklet to be sent to enquiring tourists via the travel department. This could carry a set annual fee to the specific business or community, to help with printing, mailing, and labor costs.

Such programs are an encouragement to us. We look forward to participating in such programs, if reasonably designed. Please let us know more details before the final approval.

Sincerely,

Darryl Parker
President of EMCo.

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TRAVEL MONTANA UNIT
DEPT. OF COMMERCE

The Big Sky Country

MONTANA HOUSE OF REPRESENTATIVES

REPRESENTATIVE TIMOTHY J. WHALEN
HOUSE DISTRICT 93

HELENA ADDRESS:
CAPITOL STATION
HELENA, MONTANA 59620-0144
PHONE: (406) 444-4800

HOME ADDRESS:
101 AVENUE C
BILLINGS, MONTANA 59101

November 22, 1988

Steve Shimek
Publicity Coordinator
Travel Montana and
Highway Signing Project Coordinator
Department of Commerce
1424-9th Avenue
Helena, Montana 59620-0401

Dear Mr. Shimek:

I was out of town when I received your correspondence with regard to public hearings on the department's signing policies and practices. Therefore, I would like to have the following comments submitted for consideration prior to the completion of your report.

Both of my parents moved to Montana in the early 1950's and have lived here since that time. They moved here from Eastern Iowa. I was born and raised in Montana. When my parents first came to Montana part of their route included the drive from Rapid City to Crow Agency along Highway 212 which at that time was a gravel road. I remember them telling me that when they got to Crow Agency and stopped for coffee, there was a petition in the cafe for travelers to sign requesting that the Highway Department pave Highway 212. As you know, that has been accomplished and the Highway Department has rebuilt and widened Highway 212 since that time. I am also very familiar with that Highway since I was a little child as my parents drove it every summer to take the family back to Iowa to visit relatives. Beginning in the early 1960's I recall seeing a sign as you entered Wyoming just southeast of Alzada which was in the form of a gate which said, "Leaving Montana - So Long Pardner". Coming back through Wyoming as you approached Alzada there was a gate on the right-hand side of the road which

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DEPT. OF COMMERCE

said, "Entering Montana - The Gate is Always Open". The sign was in the form of an open gate. My mother has a photograph of her father standing in front of that sign taken in the early 60's, which she is attempting to locate.

My comment is that insofar as I have been able to observe in recent years, there is no sign on Highway 212 or any other highway which either indicates where the state line is or welcomes travelers entering Montana. I feel that it is appropriate that Montana have appropriate welcoming signs (not standardized reflective signs) welcoming visitors to Montana and bidding them farewell as they leave. Now that we have the hotel-motel tax designed to promote Montana, I feel that a portion of those monies collected from the tax, which I understand is administered by the Department of Commerce, be set aside and used for the purpose of installing and maintaining state line signs as indicated.

Because the bill draft request deadline is December 5, 1988, I am taking the liberty to request that a bill be drafted to accomplish that purpose. I would appreciate the support of the Department of the Commerce and the Highway Department when presenting that bill in the 1989 session of the Legislature. I look forward to hearing your comments or suggestions after receiving this letter.

With best wishes for a happy Thanksgiving.

Sincerely,

Timothy J. Whalen

TJW:js
cc: Gary Wicks, Highway Department
Mary Flo Whalen

Hardin Area Chamber of Commerce and Agriculture, Inc.

204 North Center Avenue (406) 665-1672 Hardin, Montana 59034

December 23, 1988

Travel Montana
Box H
1424 9th Ave.
Helena, MT 59620

To whom it may concern:

High way signs are vital to those who are traveling. This time and age you have two kinds of travelers. First you have the younger generation that consider a four day weekend a vacation because they don't have time to take off, do to their careers. Second, you have the older generation that has anywhere from one month to several months at a time to travel and spend a long vacation.

For the weekend traveler highway signs are very helpful. They don't have to take the time, because they don't have the time, to look at a map for precise detailed information. By getting a general idea where they are going, they depend on the highway signs to help them find their way and not spend all their four days studying a map.

For the older generation that takes their time and really enjoys everything around them scenic signs can help them see what they may have missed if it weren't for the signs. With highway signs and signs on primary routes the traveler can sit back and relax because they know they can depend on signs to guide them along the way. If they see a sign that indicates there is a site to see time is no object and they will stop.

Highway signs are beneficial to both the weekend traveler and the older generation traveler. By having the signs the weekend traveler doesn't have to spend their precious time analysing a map to get them there quick, and the traveler that has a lot of time can relax to pick and chose form road signs to show them the way to spend their long hours.

So highway signs play a big part to all travelers, and with more signs to guide the way, more and more will travel because the signs will enable them to sit back relax and enjoy, just what a vacation should be like.

Sincerely,

DeNiece J. Baldwin/Executive Secretary